

ACCELERATION OF KEY STRATEGIC PARTNERSHIPS INCREASING REACH, AWARENESS AND DEMAND FOR BIRDDOG PRODUCTS AND SOLUTIONS

BirdDog Technology Limited (ASX: BDT) ("**BirdDog**", "**BDT**" or the "**Company**"), the global video technology company enhancing quality, speed, and flexibility of video broadcast and communications through a range of solutions, provides an update on key strategic partnerships.

HIGHLIGHTS

- Partnerships remain a key strategic focus area for BirdDog and its growth plans
- Acceleration and development of partnerships across the Company's core verticals
- Amplified reach, awareness and demand for BirdDog's products and solutions
- Some significant partnerships – both new and existing – include:
 - BirdDog's live streaming NDI® alliance with **NewTek**;
 - Post-production partnership with **Adobe**;
 - Expanding audio-visual (AV) relationships with **Sharp/NEC**, **Zoom** and **Q-sys**; and
 - Cloud integration across **Amazon's AWS**, **Google Cloud** and **Grass Valley**.
- BirdDog is confident the Company is well positioned to continue to extract significant value from these alliances, over time

BirdDog's growth strategy has always been multi-faceted, its core IP allowing for unique products that have shaped the Company to date. As part of the Company's growth trajectory – partnerships continue to form a key focus, amplifying reach with enterprise-scale organisations, supercharging awareness and demand for BirdDog's products and connected workflow solutions.

The Company is pleased to announce the formation of several new strategic partnerships as well as ongoing progress in expanding existing alliances across BirdDog's core verticals of live streaming, post-production, audio-visual (AV) and software/cloud.

Commenting on the significance of these partnerships, BirdDog Co-Founder and CEO Dan Miall said: *"BirdDog has long held a strategy to embrace partnerships with industry leaders to amplify product awareness and grow our connected workflows, giving access to larger markets. I am pleased to report that over recent months we have progressed this strategy into reality with some of the most influential organisations in the fields of Cloud, Live Production, Corporate AV and Post-production. Our strategic deployment of funds and resources sees BirdDog well positioned in this financial year to capitalise on these partnerships and grow both our core and emerging markets."*

LIVE STREAMING

BirdDog's heritage is with live video streaming, a market segment that has witnessed extraordinary growth in recent years, enabling the Company to build its brand, reputation and



market. Through BirdDog's strategic goal of creating an open workflow with deep hooks into software enablement, the Company continues to foster partnerships and integration with key industry standards and organisations.

NewTek

BirdDog's very first partnership agreement was with NewTek and as the Company strives to bring next generation workflows to market, BirdDog continues to collaborate closely with NewTek and the NDI® standards team. Expanding NDI's appeal to a far wider audience, PLAY is scheduled to ship in September 2022, while ongoing collaboration continues towards next-generation products in neighbouring markets, the first of which is expected to be announced in Q3 2022.

Commenting on the NewTek partnership, Matt Lukens, Director of Business Development – Displays and Cameras at NewTek said: *"BirdDog was our first NDI® partner and has been close to NDI® ever since. They have continually designed and delivered category defining products. The pace at which BirdDog continues to innovate is truly exciting and it has pushed NDI® into more and more verticals. I am looking forward to our continued collaboration and upcoming product release schedule to help grow the NDI® ecosystem."*

POST-PRODUCTION

An emerging trend for the post-production market is remote 'over the shoulder editing'. By putting clients in control to see what they need to see, when they want to see it, BirdDog's ongoing innovation and integration continues to provide a key competitive advantage for the Company.

Adobe

BirdDog's partnership with Adobe Inc. provides a truly next generation solution for the feature film and commercial television industry. Specifically, the development of a highly integrated BirdDog panel into the Adobe Creative Cloud products line, allows customers to share their creative work – in real time – with producers, directors, and clients anywhere in the world. Importantly, the Adobe partnership allows BirdDog an ability to access a market of Adobe's +26 million active subscribers, globally.

BirdDog is particularly excited to be demonstrating and commercialising this next generation BirdDog Cloud platform at the upcoming IBC show in Amsterdam in September, showcasing this segment defining workflow and growing our SaaS business.

Dave Ellis, Managing Director at Chocolate Studios commented on BirdDog's relationship with Adobe, saying: *"What BirdDog have achieved with the direct integration inside Adobe Premiere represents a major shift in the way we will communicate with people during the creative process. By including people more tightly in the editorial process it enables better outcomes with tighter deadlines – it really is amazing technology."*

AUDIO VISUAL (AV)

Another vertical where BirdDog has made significant inroads around product integration and fostering partnerships is across AV, enabling accelerated access to a total addressable market (TAM) of \$100b¹. Embracing open automation standards, BirdDog's key AV partnerships – including those with Sharp/NEC, Zoom and Q-sys – enable the Company to build a platform capable of gaining significant market share across cameras, converters and integrated devices.

¹ Frost & Sullivan's August 2021 Independent Market Report, specifically: 2021 AV Industry Outlook and Trends Analysis (IOTA), Audiovisual and Integrated Experience Association (AVIXA).

Sharp/NEC

BirdDog's relationship with Sharp/NEC also continues to expand, a key player in the commercial display market. Through the development of the Smart Display Module (SDM) product, BirdDog directly integrates its IP into Sharp/NEC commercial displays via a fully integrated BirdDog manufactured plug-in card. Applicable use cases of this solution span education, corporate AV, digital signage, airports and commercial advertising. Now fully commercialised, this product is currently being specified in tenders, ranging from large tertiary educational facilities through to corporate HQ fit outs.

As the AV market matures, BirdDog's expectation is it will form a larger contribution to revenue than live production, over time.

Commenting on the potential across AV, Martin Lienau, Product Manager – Large Format Displays at Sharp/NEC Europe said: *"I am particularly excited about the scale of the opportunities we are pursuing in concert with BirdDog, utilising our unique Message Series professional displays fitted with the SDM option slot. This truly represents a partnership to bring the best of both companies to our customers – defining next generation AV, education and corporate video installations globally."*

Zoom

BirdDog continues to build out integration and qualification with Zoom. Specifically, the newly released P110 and P120 cameras are ideally suited for high quality meeting and boardrooms. Further, the newly announced POD – an NDI® to USB web camera bridge – enables any computer to be included in larger AV systems without the added requirement for software, applications or specialised knowledge. POD is a game-changer for meeting implementations where people bring their own devices to a Zoom Room.

BirdDog will also be present at this year's Zoomtopia event in November, based in San Jose and globally online.

Q-sys

By integrating directly into the Q-sys automation system, BirdDog cameras and converters are able to form a core component of enterprise-scale AV roll outs. In concert with Q-sys, BirdDog have developed and published custom libraries for the Q-sys Designer software enabling smooth integration and known outcomes for system design professionals. Q-sys is a leader in large-scale in-venue and commercial AV automation systems.

SOFTWARE / CLOUD

BirdDog has recently entered into two key partnership agreements with Google and Amazon AWS, allowing tighter integration between BirdDog's Cloud platform and infrastructure providers. By integrating a cloud-enabled hardware stack, BirdDog not only reduces equipment cost for clients, but also allows direct integration into enterprise-grade management provided by the Cloud platforms. This allows customers to monitor health, security and use-patterns of their video infrastructure along with their other assets.

Additional efforts across cloud include BirdDog's recently announced 'Silicon 2' firmware update, integrating these cloud platforms directly into the BirdDog hardware, adding scale and simplicity. Further, at the upcoming IBC show in Amsterdam in September, BirdDog will be releasing its Cloud 3.0 platform, harnessing the power of both AWS and Google Cloud Platform to deliver next generation remote workflows for live television, post-production and AV installations. BirdDog is also integrating directly with leading Cloud video production platforms from Grass Valley, meaning live television production at enterprise scale is now in scope.

Commenting on the Grass Valley experience, Andrew Cross, CEO at Grass Valley Group said: *"BirdDog has been a powerhouse of change in the camera market over the last 2 years. I am excited by the possibilities that integrating the BirdDog product ecosystem and the Grass Valley AMPP platform offers."*

Google Cloud Platform

BirdDog is a Google Cloud Partner. Integrating BirdDog's Cloud media delivery platform directly into Google Cloud Platform (GCP) allows for a globally connected ecosystem of real-time media collaboration. The GCP/BirdDog partnership unlocks secure distribution of client's media from the source to any device, anywhere, with near zero-delay - an attractive solution for tier 1 live broadcasters, live streaming, multi-venue AV and convention installations and distance education customers.

Amazon Web Services

BirdDog is also an Amazon Web Services (AWS) Partner. AWS is core to BirdDog Cloud's global orchestration, allowing secure access to the platform from anywhere and 24/7 uptime reliability. Extending on this partnership, BirdDog and AWS are bringing to market direct integration, management and control into each BirdDog device, allowing customers to use any BirdDog device anywhere in the world and manage it remotely, including health monitoring, security and fleet management. This partnership brings real value to enterprise-scale customers with a unique end-to-end integration of Cloud-based broadcast productions from camera to production to delivery.

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- Ends -

Authorised for release by the BirdDog Technology Board

For further information please contact:

Barry Calnon

Chief Financial Officer

+61 433 026 494

barry@birddog.tv

Sam Wells

Investor/Media Relations

+61 427 630 152

sam@nwrcommunications.com.au

ABOUT BIRDDOG

BirdDog is a global video technology company that enhances the quality, speed and flexibility of video through a range of solutions, augmented with NDI® (Network Device Interface).

This enables video-compatible products to communicate, deliver and receive high-definition video over a computer network in a broadcast-quality, low-latency manner, that is frame accurate and suitable for switching in a live production environment.

BirdDog develops and manufactures a range of connected solutions, including:

- Pan-tilt-zoom (PTZ) Cameras
- Box Cameras
- Converters
- AV Products
- Controllers & Accessories
- Monitors
- NDI® Embedded Smart Display Modules
- Cloud Software Platforms

End users of BirdDog's products cover a wide range of market segments, including Professional Video, Broadcast, Audio Visual and large private and public sector organisations.

For more information on BirdDog, please visit www.birddog.tv

WELCOME TO THE WORLD OF NDI®. WE'VE BEEN EXPECTING YOU.

