

# PRESS RELEASE

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## **LEIGHTRONIX, Sony, and NewTek Present Broadcast Workflow Seminars**

### *Road Show Showcases Three Part, End-to-End Solution from Industry Leaders*

Holt, MI. — July 8, 2009 — LEIGHTRONIX, Sony®, and NewTek team up for a road show through North and South Carolina, demonstrating advanced digital video solutions for live program production and broadcasting. Each seminar in the road show will demonstrate how to easily capture and produce live events, display programming on local and private cable channels as well as the Internet in one, seamless integrated workflow.

The road show, hosted by ClarkPowell, will feature hands-on demonstrations of the latest digital video solutions to show how each company's products easily combine to form a unified system solution. Sony, will open the presentation with the BRC-300 compact robotic camera. Live production will be covered by NewTek, featuring the TriCaster™ series of portable production systems. The third and final segment will be presented by Scott Morrison, national accounts manager for LEIGHTRONIX, featuring the UltraNEXUS™ video server/system controller, PEGvault-SD™ digital video encoder, and PEG Central™ Web media hosting and streaming video-on-demand service.

The equipment demonstrations are targeted toward municipal television, K-12 education, campus communications/higher education, and faith-based television, where cost-effective, affordable solutions are required for capturing and broadcasting events of all types. Just a few of the programming possibilities include council and board meetings for local government and school districts, sporting events, fine arts, ceremonies, and religious services.

“The engineers at ClarkPowell designed this solution because the product mix delivers a high level of stability and value to the end user,” said Kristie Staton, marketing manager for ClarkPowell. “Sony, NewTek, and LEIGHTRONIX are industry leaders with proven technologies, and each provides great customer support after installation.”

The road show begins July 21, in Raleigh, North Carolina, with stops in Winston-Salem (July 22) and Charlotte (July 23), and then concludes on July 24 in Greenville, South Carolina. There is no charge for any of these sessions which have been conveniently scheduled as half days only (9:00AM-12noon). For more details on event locations, visit [www.clark-powell.com](http://www.clark-powell.com)

#### ***About ClarkPowell***

ClarkPowell is dedicated to serving the needs of the professional video user, supporting clients throughout North and South Carolina and Eastern Tennessee. A full-service audiovisual integrator, ClarkPowell offers customer support for all levels of facility implementation, from concept and design to installation, training, and maintenance. For more information, visit [www.clark-powell.com](http://www.clark-powell.com).

#### ***About LEIGHTRONIX, INC.***

With over 25 years experience in specialty video-equipment design and manufacturing, LEIGHTRONIX is recognized as an industry leader in digital video, television automation, streaming video-on-demand, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceeds customer expectations in both product performance and support. Exceptional product reliability, a standard 5-year warranty, and cost-free technical support have made LEIGHTRONIX one of the most trusted names in the industry. For more information, visit [www.leightronix.com](http://www.leightronix.com).

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