

PRESS RELEASE

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IncodeX One Point-to-Point Broadcast Solution Recently Helped to Expand Audience at Popular Annual Tulip Time Festival in Holland, MI

Holt, MI — May 28, 2014 — With a growing interest to expand the reach of local events, the City of Holland's broadcast station, Holland Cable TV (HCTV), looked to LEIGHTRONIX for a Point-to-Point solution for the town's biggest festival, Tulip Time, and the event's multiple parades. The LEIGHTRONIX IncodeX One™ allowed the Western Michigan city to cater to those who preferred to watch the event indoors or were unable to be outside all day due to age, illness, time constraints, or other circumstances by providing event content to those at the Holland Civic Center with a live Point-to-Point broadcast, residents at home with access to HCTV's broadcast channels, as well as to those across the world through the Internet.

HCTV had numerous cameras stationed throughout the parade route on W. 8th street, which fed into a production switcher. This switcher then provided a high-definition video feed to the IncodeX One video encoder. The IncodeX One encoded the video and delivered a high-definition feed over the city's network to a high quality digital video decoder at the civic center. The result was a live Point-to-Point HD broadcast that displayed the feed on a large projection screen for citizens to watch indoors at the civic center.

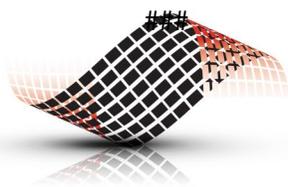
The IncodeX One encoder was designed for 24/7/365 unattended operation and provides high quality H.264 video and audio encoding to get a broadcast from its origination point to one or more remote display locations. It allows for multiple video input types, including HD/SD-SDI and composite, as well as embedded and unbalanced analog audio inputs.

While the IncodeX One encoded the video for a live Point-to-Point broadcast, the feed from the production switcher was also sent to a LEIGHTRONIX PEGvault-SD™ to initiate a PEGcast™. After one minute of video was recorded, the PEGvault-SD began sending the resulting file to the LEIGHTRONIX UltraNEXUS™ video server at HCTV's headquarters. The UltraNEXUS began a Next to Live™ broadcast of the festival on the station's Comcast Channel 24 and AT&T U-Verse Channel 99 after receiving one minute of recorded video. The UltraNEXUS simultaneously passed the video and audio to the PEGstream-SD2™ for conversion to a live stream that was delivered to the city's website through the PEG Stream live streaming service from LEIGHTRONIX. By live streaming the event on the city's website, the festival was not only accessible to those in Holland, MI, but also to anyone around the world.

"We have several hundred thousand people come out. It's just a great event and we love having LEIGHTRONIX here as a partner of ours," Matt Van Dyken, technology services coordinator for the City of Holland said. "We are able to bring our cable signal, using their gear, to people all over the world. We've seen people from across the country and all over the world streaming our event live."

About LEIGHTRONIX, INC.

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, live and video-on-demand streaming media, IPTV, 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 exceed customer expectations in both product performance and support. The company's cutting-edge, quality equipment at affordable prices have made LEIGHTRONIX one of the most trusted names in the video communications industry for over 30 years. For more information, visit www.leightronix.com.



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