

PRESS RELEASE

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TEDx Traverse City Utilized the IncodeX One to Deliver Point-to-Multipoint Broadcast

TEDx Traverse City went from broadcasting to a single remote site in 2013, to five remote sites in 2014

Holt, MI — June 19, 2014 — The IncodeX One™ from LEIGHTRONIX provided a live, Point-to-Multipoint broadcast to five remote locations at TEDx Traverse City (TEDxTVC) on May 14, 2014.

The live event was hosted at the Milliken Auditorium in the Dennon Museum of Northwestern Michigan College (NMC). NMC combined efforts with the Land Information Access Association (LIAA) to provide five remote locations with a live feed of the main event. The groups utilized an IncodeX One encoder from LEIGHTRONIX, along with five high-quality decoders to achieve a Point-to-Multipoint broadcast. TEDxTVC's five site Point-to-Multipoint broadcast built off the success of the 2013 TEDxTVC in which the audience was too large for the Milliken Auditorium, creating the necessity for a live Point-to-Point broadcast to the State Theatre in downtown Traverse City.

Like last year, NMC and LIAA stationed an IncodeX One at the live event in the Milliken Auditorium. This year, NMC placed a high quality decoder at each of the following five remote locations: the Jay Dutmers Theater in the Dennon Museum, Scholars Hall on NMC's campus, Traverse City Central High School, the State Theatre in downtown Traverse City, and Traverse City West High School. The distance of these remote sites ranged from a theater within the same building as the live event in the Dennon Museum, to over six miles away at Traverse City West High School.

Numerous cameras at the event in the Milliken Auditorium fed 1080i high-definition video into the production switcher which then routed the live video feed into the IncodeX One. The IncodeX One then encoded the video to a high quality H.264 stream for Point-to-Multipoint broadcast and delivered the feed to the high-quality decoders over an extensive multi-segment fiber network at an incredibly efficient 6 mb/s. The decoders then displayed the video on their respective screens with stunning quality. By utilizing the IncodeX One's Point-to-Multipoint capabilities and the help of NMC's and LIAA's staff, the TEDxTVC was broadcast live to viewers in five locations, rather than being restricted by the available space of the Milliken Auditorium.

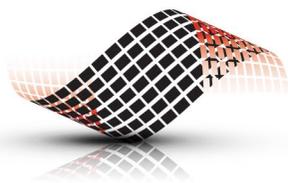
Perhaps the most impressive of all the displays was at the State Theatre, which displayed the video using a high quality BARCO DLP cinema projector. The result was a crisp, live broadcast, with minimal noise and encoding artifacts on a 50-by-30 foot screen.

"We created the advanced functionality of the IncodeX One's Point-to-Point and Point-to-Multipoint capabilities with simplicity in mind," Scott Morrison, vice president of sales at LEIGHTRONIX said. "What's most impressive about this entire setup, outside of the outstanding quality of the display at each of the end points, would have to be how easy this technology is to integrate into any event's broadcast setup, allowing users to affordably expand their audience."

About LEIGHTRONIX, INC.

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions that include servers, encoders, and decoders, 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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