

News Release
For Immediate Release

Ross Video Unveils IP Game Changer with Newt™ at NAB New York

*Robust family of IP point-of-use converters includes world first
UHD-over-IP to HDMI-2.0*

New York - October 18th, 2017 – Today, Ross Video®, the leader in smart production unveiled Newt, a revolutionary new species of AIMS-compliant point-of-use IP signal converters at NAB New York. Newt reinforces Ross' commitment to helping customers adapt to IP with future-proof investments along the way that also include Raptor EDGE - a modular, high-density IP/SDI media gateway - and IP connectivity options to the company's XPression graphics system.

Newt is the world's first **UHD-over-IP** to SDI/HDMI-2.0 converter! Newt easily adapts to rapidly changing IP environments. This is the first product species that brings to life UHD-over-IP to HDMI-2.0 drop-down conversion! Newt is robust and fluent in open control protocols such as NMOS, EmBER+/RAVENNA, and DashBoard, giving customers the freedom to throw this little guy down into the IP environment of their choice.

With **Software Defined Production (SDP)**, Newt easily adapts to multiple uses and functions as the IP landscape unfolds. As well, **Newt can go anywhere**, thanks to flexible mounting options and **studio-quiet operation**. Housed in a compact 5" by 6" robust enclosure, Newt is ideal for use in both inside and outside studio environments.

"As the broadcast industry migrates to IP, the need to convert signals into and out of the edges of the IP production network becomes paramount. Even as broadcast and production workflows transition to support native IP interfaces, monitors are still using some form of baseband input, and there is a need to convert baseband cameras to IP," stated Nestor Amaya, Director of IP Solutions and Infrastructure Product Marketing, Ross Video. "Newt addresses this challenge by providing a point-of-use throwdown box that lets users monitor their signal chain using current displays, and to convert SDI outputs from cameras to IP."

See Newt and the Ross team at **booth #253 NAB New York**.

Order your [Newt](#) today!

As well, catch Nestor Amaya's [session](#) on practical benefits of AES67 adoption at the co-located AES New York show.



Ross Video is Smart Production

Ross powers video productions for billions of global viewers daily with the industry's widest range of smart production solutions. Ross makes it easy to create compelling news, weather and sports broadcasts, engaging material for sports stadium screens, entertainment shows and rock concerts, educational institutions, legislative assemblies, corporate applications, and inspiring content for houses of worship. Ross solutions have impressed the audiences and marketing partners of NBC Sunday Night Football, Google YouTube Space London and China's eSports powerhouse VSPN. Ross delivers an unrivalled range of products and services comprising virtual studios, real-time motion graphics, cameras, robotic camera systems, production switchers, video servers, infrastructure and routers, social media management, newsroom systems and mobile live events.

Ross Video Media Contact:

Sara Bell
Media Relations Specialist
Tel: +1 613-652-3020
Email: sbell@rossvideo.com
Twitter: [@ross_video](https://twitter.com/@ross_video)
www.rossvideo.com