BitFire

Broadcast Powerhouses Team Up to Launch BitFire – the New-World Solution for Professional-Grade Live IP Video Transmission for Live Contribution and Production

BitFire offers fully managed, concierge-level production services with acquisition of d2's remote fleet of trucks and production assets

PHOENIX, Ariz. – (July 9, 2020) – An expert team of national broadcast powerhouses have banded together to announce BitFire, a solution in response to new-world demand for an agile, professional-grade, live IP television transport experience, and remote production services. BitFire was built by broadcasters for broadcasters, taking live video from where it is to where it needs to be. Simultaneously with the launch, BitFire is already in talks or under contract with notable brands from an array of industries that have immediate needs for internet-based collaboration and live contribution accessibility.

"The global pandemic has thrust the world into an innovation and upgrading cycle demanding better, faster, and easier methods for live contribution and collaboration," said Bob Sullivan, president and CEO, BitFire. "While the marketplace has responded with a saturation of concepts, there is no solution as robust or high performing as the BitFire lens-to-screen platform. Some of the greatest minds in broadcast have come together to launch a heightened level of broadcast transmission and production that notable sports, news, and entertainment brands in the world rightfully demand."

The BitFire live video transport platform intelligently combines pioneering technology with advanced 24/7 network management that dramatically reduces latency and surpasses the quality and performance of any other live transmission or production company currently in-market. Along with the launch, BitFire acquired a team of broadcast experts, along with a full fleet of trucks and remote assets, from d2 Productions – rounding out BitFire's robust offering with fully managed, concierge-level, customer support.

BitFire was formed from the genius collaboration of renowned national broadcast veterans Ken Aagaard, Bob Sullivan, Jim Akimchuk, and Ben Grafchik, along with successful and tenured manufacturing and transport business owner and strategist, Timothy W. Sullivan. This extraordinary partnership combines decades of broadcast and production expertise collected from global stages where many of the world's most spectacular TV sports and entertainment productions have unfolded. BitFire has appointed Bob Sullivan as Chief Executive Officer, President, and member of the Board of Directors. Timothy W. Sullivan has been named Chairman, and Ken Aagaard has been named a member of the Board.

"This is an equally challenging and exciting time for the world of broadcast," said Ken Aagaard. "There is an urgency for innovation and smart technology that has the capability to keep us connected in a more sophisticated fashion than any other time in history. No one could have predicted the wide variety of new and unexpected scenarios have come about due to this pandemic. I'm honored to be a part of broadcast history with the launch of BitFire."

The BitFire platform is a comprehensive, coherent solution built from a portfolio of complementary offerings:

- BitFire Transport Network – a fully managed IP video transport experience that provides point-to-point delivery of broadcast-quality video to wherever it needs to go.
- Live Video Transport Solutions – two ways in which the BitFire Transport Network can be accessed.
    - FireBridge: a browser-based solution when broadcast is needed for one-to-one or one-to-many live contribution and collaboration. FireBridge is a "virtual" studio and stage where participants have a video-conference-like experience while the production facility takes isolated feeds and broadcasts to the masses. No software installation or account set-up is required.
    - FirePower: a stackable HD server and authentic configuration that receives and delivers the video packets with deterministic latency and frame-accurate synchronization – even across appliances.
- BitFire Production Services – a team of broadcast experts procured from the acquisition of d2 Productions, along with production trucks and studio facilities in Boston and soon in Phoenix. Production services will include, but not be limited to remote production control rooms (REMI,) camera packages, live production, and post- production.

"BitFire is the best end-to-end solution *because* we come from television," said Jim Akimchuk, Chief Technology Officer, BitFire. "We know our customer's problems are always time sensitive. It's the nature of live TV. Unlike other companies encroaching into this space, we're not a generic technical solution for a real-world problem. We know what it is that our customer is trying to do. As a result, we are responsive, agile, and in the best possible position to help."

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About BitFire
BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcasters. With headquarters in Phoenix and Boston, BitFire was created in response to new-world demand for an agile, professional-grade, live IP video transport experience, and expert remote production services. BitFire's comprehensive platform includes the Bitfire Transport Network, a fully managed portal that provides point-to-point delivery of broadcast-quality video to wherever it needs to go. The BitFire Transport Network can be accessed by either browser-based FireBridge, when broadcast is needed for one-to-one or one-to-many live contribution and collaboration, or through FirePower, a stackable HD server and authentic configuration that receives and delivers video packets with deterministic latency and frame-accurate synchronization. BitFire Production Services are provided by a team of broadcast experts, along with production trucks and additional assets, including remote production control rooms (REMI), camera packages, and live production and post- production capabilities. BitFire is taking live video from where it is, to where it needs to be.
Visit BitFireNetworks.com for more information.