



For Immediate Release

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**BitFire Networks Provide NCAA College Football Broadcasts in Partnership with  
L2 Productions**

Phoenix, Ariz.: (September 16, 2021) BitFire Networks joins L2 Productions in bringing the NCAA College Football Season to fans across the country.

With the recent season kick-off, BitFire is thrilled to provide our innovative technology to assist in TV broadcasting, live streaming and live video production for up to 10 games this season.

Our partnership with L2 productions, will support the backhaul of six camera feeds from onsite at the remote venue back to L2 studios in Austin, Texas. With servers installed at both locations, these camera feeds will be sent to the studio via the BitFire Transport Network. This proprietary, innovative network comprises many points of presence across the internet and around the world, with servers ranging from physical appliances co-located in data centers to cloud instances in geographically diverse areas. The BitFire model allows each of these locations to be leveraged on a booking-by-booking basis to optimize the route a feed takes between its source and destination.

This extremely cost-effective workflow will allow L2 to have their crews edit and produce the game coverage from home, with only minimal staff onsite at the venue. BitFire will keep all the video feeds perfectly in-sync – allowing the L2 crews to simply produce the game as if they were onsite.

“Our technology today is state of the art in that it allows crews to function from home as if they were in the field,” said Bob Sullivan, President and CEO of BitFire Networks. “BitFire is the only company that has this capability all under one roof, making it a very reasonable option in live TV broadcasting.”

BitFire has already supported the Abilene Christian at SMU game on September 4, as well as the North Texas at SMU game on Saturday, September 11<sup>th</sup> and is currently prepping for more.

“Using the BitFire Network, we are able to provide secure, reliable, IP-based remote production workflows to our partners in the NHL, MLB and NHL to name just a few,” added Sullivan. “We look forward to a very successful NCAA college football season.”

BitFire is a familiar face to the NCAA, providing our innovative technology for last year’s March Madness. As schools across the country dealt with Covid-19 social distancing and travel restrictions, Bitfire partnered with Westwood One and Learfield to provide program feeds for each respective team’s radio affiliate.

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### **About BitFire**

BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcast solutions. 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](http://BitFireNetworks.com) for more information.

### **About L2 Productions**

L2 Productions, based in Austin, TX is owned by the Sullivan Family Trust, the same organization that owns Gamecreek Video. L2 specializes in live event video production, internet streaming and TV broadcasting for sports, music and corporate clients. With multiple production systems and teams located in several regions, L2 handles live production on events throughout the United States. In addition to traditional onsite mobile unit production, L2 is an industry leader in innovating de-centralized remote (REMI) production solutions. One of the early adopters of REMI production solutions, L2 has been producing live events with de-centralized remote production solutions since 2017, long before most broadcasters were considering it. L2 produces hundreds of live events annually for sports clients such as The American Athletic Conference, The Mid Eastern Athletic Conference, The Longhorn Network, ESPN, CBS Sports, USL Soccer, Major League Rugby, West Coast Conference, The Southland Conference, and the Big 12, music clients such as Austin City Limits Music Festival and numerous corporate clients such as Whole Foods, Dell Computer and Blue Cross Blue Shield.

