BitFire

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FOR IMMEDIATE RELEASE

BitFire Partners with SkyCam®, Employs Flexible Network to Transport Video, Audio, Communications, and Remote Camera Control

Via a web browser, SkyCam Ops and remote crews interact in real-time to deliver football's best viewing angle - even during a Global pandemic

PHOENIX, Ariz. – (Sept. 29, 2020) – BitFire, a solution developed in response to new-world demand for an agile, professional-grade, live IP television transport experience, and remote production services, today announced a partnership with SkyCam®, the world's leading designer, manufacturer, and operator of mobile aerial camera systems. For the first time in history, the BitFire and SkyCam combination has unleashed the reality of monitoring, operating, and communicating with SkyCam's WildCat® systems in real time, via a browser, from disparate, remote locations.

BitFire is deploying its technology with SkyCam for the biggest NFL and collegiate football games this fall across a multitude of broadcast networks, creating new workflows that allow SkyCam the ability to have executive control and troubleshooting oversight as well as the capability for remote operation if the need should arise. The video feed is encoded through BitFire Transport Network servers and is then sent to browser-based FireBridge, where operators have access to two channels of intercom communications with the remote venue site, including RF audio. Feeds are overseen by BitFire's manned Network Operations Center (NOC) in Boston, as well as multiple distributions to SkyCam's headquarters in Fort Worth, a new Remote operations center (SkyNOC) located at KNOC/Altitude Sports in Denver, and two regional oversight locations – one by a pilot working out of his home in Oregon, and the other, an operator based in Vancouver, Canada. The goal is to make sure every SkyCam event is covered by the highest level of technical and operational services, eventually enabling SkyCam to control their systems remotely if needed.

"We applaud SkyCam for having the vision to tackle current challenges brought on by the pandemic by embracing new technology that will result with their business running more efficiently, and their production more streamlined," said Bob Sullivan, president and CEO, BitFire. "There is high demand for professional-level broadcast transmission and production solutions across a wide variety of industries right now, including sports, news, and entertainment. I'm really proud of our partnership with SkyCam in delivering new solutions for live events that haven't been done before without compromising quality."

BitFire was built by broadcasters for broadcast solutions. The 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., taking live video from where it is to where it needs to be. Some of the greatest minds in sports broadcasting came together to launch BitFire, making the partnership with SkyCam a natural step in its evolution.

"We provide one of the highest levels of no fail-always on technical and operational expertise in broadcast on each of our deployments. Having access to technology that allows us to provide an increased level of service that complements our onsite personnel, and actually increase our oversight and technical capabilities, is core to our values, vision, and technical roadmap. We needed an agile, trusted partner to not only be a technology provider, but really listen to and understand our specific needs and budget constraints," said Stephen Wharton, Chief Operating Officer, SkyCam LLC, a division of Kroenke Sports and Entertainment. "While the Pandemic has accelerated everyone's timetable for remote initiatives, we found BitFire has a mature solution and platform already in place."

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."

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 for more information.