



For Immediate Release

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BitFire Networks Plays Integral Role in 2021 NHL Draft & NHL Draft Lottery

Partnership With NHL Network Continues After First-Ever Virtual Draft in 2020

July 22, 2021 ---- NHL Network, the TV home of the National Hockey League, will once again utilize BitFire Networks to facilitate the integration, synchronization and distribution associated with producing the 2021 NHL Draft.

With Round 1 beginning tomorrow, July 23 at 8 p.m. ET on ESPN2, Sportsnet, SN NOW and TVA Sports, followed by Rounds 2-7 on Saturday, July 24 at 11 a.m. ET on NHL Network, Sportsnet and SN Now, this will be the second consecutive year that the event will be conducted virtually and produced from the NHL Network studios in Secaucus, N.J.

As teams make their Draft selections remotely, BitFire has been tasked with synchronizing live video feeds for the NHL clubs in their respective locations, and with top prospects located throughout North America and Europe. With BitFire's technology providing a turn-key solution, team officials and draft prospects will interact in real-time, allowing production the flexibility required to bring fans closer to the action while capturing the joy associated with this event for all involved.

"With prospects being drafted all over the world covering a wide span of time zones, BitFire continues to shine on an international stage and show a high-level of calm, professionalism and can-do attitude to help produce a high-quality broadcast experience," said Bob Sullivan, President & CEO of BitFire Networks.

BitFire's platform was also utilized for last month's NHL Draft Lottery, where live feeds from all 16 eligible teams were ingested at NHL Network's production facility. Using BitFire's browser-based Firebridge product was integral, allowing all teams to contribute to the show from the comfort of their home.

This year's NHL Draft marks the third professional draft produced by NHL Network utilizing BitFire's technology. MLB Network, which shares production space and facilities with NHL Network, also used BitFire's technology for the 2021 MLB Draft.

"We look forward to a long running partnership between BitFire and both NHL Network and MLB Network," added Sullivan. "The production and technical staffs for everyone involved have

embraced our technology and continue to push the envelope regarding distributed production workflows. We believe this form of remote production technology has quickly become the standard for live content production and feel our platform allows users the flexibility needed to succeed in this new environment.”

“As our utilization of virtual solutions has evolved over the last 15 months, we’ve developed a valuable partnership with the Bitfire team,” said Karen Ganjamie, NHL Network and MLB Network VP, Broadcast Operations and Network Origination. “We are looking forward to collaborating on another successful NHL Draft, where we’ll be able to lean on BitFire’s effective, strong and dependable technology.”

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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 for more information.