

# PRESS RELEASE

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## LEIGHTRONIX Provides Point-to-Point HD Simulcast at TEDx Event

*Audience at Traverse City, MI event able to expand thanks to IncodeX encoding technology*

Holt, MI — May 21, 2013 — LEIGHTRONIX displayed the power of its HD Point-to-Point technology by leveraging part of its IncodeX™ encoding system at last week's third annual TEDx event in Traverse City, Michigan. On Wednesday, May 15, LEIGHTRONIX encoded, streamed, and then decoded the live video from the TEDx event which originated from the Milliken Auditorium at the Dennon Museum Center on the campus of Northwestern Michigan College (NMC). The 1080i video and associated audio was sent to the historic State Theater located miles away in the heart of downtown Traverse City.

LEIGHTRONIX worked side-by-side with the media and information technology staff of NMC, as well as the production and logistics crew of Land Information Access Association (LIAA) to facilitate the first-ever HD simulcast in the area.

At the heart of the operation was the IncodeX One™, a new IPTV encoder from LEIGHTRONIX. The IncodeX One took the production system's 1080i HD output and encoded the video/audio stream down to a frugal 6Mb/s for transport through the college's network infrastructure, over two fiber links provided by Charter Communications, to the State Theater. At the theater, the stream was then decoded for an impressive, high quality display on a 4K BARCO DLP cinema projector.

"Typically, compressing a 1080i video signal from 1.5Gb/s to 6Mb/s in real time results in a severely compromised display image," said David Leighton, president and CEO of LEIGHTRONIX. "With a screen size of over 50-by-30 feet every flaw would be visible. I am pleased to report that our new IncodeX One encoder exceeded all expectations, delivering a crisp image with minimal noise and encoding artifacts."

One of the newest additions to the LEIGHTRONIX family of products, the IncodeX One encoder was designed for 24/7/365 unattended operation. Accepting an HD-SDI input, the IncodeX One provides high quality H.264 video and audio encoding to get the broadcast from the origination point to the secondary display location.

"As an innovator of video communication and streaming technologies, it was an honor to be part of an event organized to inspire innovation across numerous industries," Leighton said. "At this particular event, it was also a pleasure to work with such a great group of professionals. From the production crew to the projectionists at the State Theater, everyone was top-notch, making it even more of a pleasure to contribute to the success of this TEDx event."

### **About LEIGHTRONIX, INC.**

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, live and video-on-demand streaming media, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceed customer expectations in both product performance and support. The company's cutting-edge, quality equipment at affordable prices have made LEIGHTRONIX one of the most trusted names in the video communications industry for over 30 years. For more information, visit [www.leightronix.com](http://www.leightronix.com).

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