

## EXHIBIT NEWS

### CLOUD MICROPHONES CLOUDLIFTER ZI VARI-Z INSTRUMENT DI & MIC ACTIVATOR

AES NY | BOOTH 647

Cloud Microphones is now shipping the new Cloudlifter Zi Vari-Z Instrument DI and Mic Activator, bringing the popular Cloudlifter technology to guitar players, bass players,



keyboard players and more. Attendees visiting Booth 647 can pick up a free Cloud t-shirt and enter for a chance to win a Cloudlifter.

The CL-Zi's variable impedance "Z" knob and high-pass filter work in tandem to create massive tone shaping through

the manipulation of impedance loading. This is a great way to customize your tone before the gain stage of your signal path — just turn the "Z" knob until it sounds right!

The CL-Zi has a three-position gain switch allowing for minimum gain, more gain, or the maximum gain available (up to approx. +25 dB for microphones or 12 dB for instruments). This allows access to clean gain and a lower noise floor for virtually any studio or stage application.

As with all Cloudlifters, the Zi can be used with dynamic microphones to increase gain before feedback on stage or ribbon microphones to boost signal quality in the studio.

### DIGICO SD12 DIGITAL MIXING CONSOLE

AES NY | BOOTH 631

Since its launch in January this year, DiGiCo's SD12 has enjoyed extraordinary success in the international touring market and as the house console on many of the summer's top festivals. The 143rd international AES convention will see the digital solutions manufacturer celebrate both this and its 15th year of manufacturing exceptional digital mixing consoles by showcasing this latest creation.



The SD12 is the culmination of everything that DiGiCo has learned over the last decade and a half and encapsulates the best features of both the SD-Range and S-Series. Utilizing the latest generation of Super FPGA, it is compact in size, but delivers the power and capability that is now synonymous with DiGiCo consoles.

With dual 15-inch digital touchscreens — previously only seen on the SD7 and SD5 — which provide 24 channels in one view, dual operator mode and the ability for the right-hand screen to be the Master, as well as advanced connectivity via optional DMI cards, the SD12 maintains a workflow familiar to anyone working in live touring, corporate, installation, house of worship, theater or broadcast.

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### SNELL ADVANCED MEDIA NEWS PRODUCTION AND PLOUT TOOLS

NAB SHOW NY | BOOTH N637

Snell Advanced Media (SAM) plans to showcase its multi-platform news production and playout products, announcing it will demonstrate its Vibe news production system, Go! remote production editor and ICE channel-in-a-box in conjunction with the Morpheus UX GUI.



The company says Vibe delivers news content to all media platforms. It is a scalable ecosystem for news production that provides total coverage from a single production team. It is able to integrate with the Go! production suite so news outlets can access and edit content from anywhere.

Go! is HTML-5 browser-based with edit-anywhere capa-

bility that can get news out to social media and on-air quickly. Remote live media can be viewed and edited with locally shot content, including voice over and video and audio transitions.

ICE is SAM's channel-in-a-box system, and Morpheus Automation will demonstrate the company's ability to deliver video content to more platforms and devices. Morpheus features a new Morpheus UX HTML-5 browser-based graphic user interface that facilitates deployment of a customizable control and monitoring UI for playout applications.

### BLACK BOX BOXILLA

NAB SHOW NY | BOOTH N143

Black Box will have two demo stations to give attendees a firsthand look at the benefits of high-performance KVM and virtualization.

At Demo Station 1 for live and post production, viewers will see scalable, enterprise-class KVM solutions that provide instant access and real-time control. These offerings are designed for greater flexibility to access systems from any location, scalability, efficiency and speed. Attendees will also learn how they can access 4K resolution, 10-bit color and other equipment for post-production purposes.

At Demo Station 2 for virtualization, Black Box will feature its Boxilla. This enterprise-level KVM and AV/IT system manager offers a comprehensive and centralized command center for managing, deploying and accessing



high-performance KVM virtual and physical devices for IP and cloud-based workflows. According to the company, the latest release of Boxilla enables DKM systems to grow beyond private networks to seamlessly connect across IP networks to access physical and virtual servers in the same way they access servers directly connected to DKM today.

### THINKLOGICAL PRIVATE CLOUD SOLUTION

NAB SHOW NY | BOOTH N432

Thinklogical's new uncompressed 4K 60 Hz zero-latency Private Cloud Solution offers cloud-centric editing for VFX and the post-production community. The company says Private Cloud Solution allows users to move computers and media servers to a secure, managed colocation facility up to 50 miles away, reducing IT rack space and technical support requirements in your building. Minimize heat, noise, cabling and other IT infrastructure expenses without compromising end-user access or performance.

The uncompressed signal extension and switching technology delivers pixel-for-pixel video quality and smooth, accurate computer I/O, including peripheral device performance, even when working with full resolution 4K DCI video.