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April 10<sup>th</sup>, 2015

**Media Contacts:**

Bob Herzan, Scale Logic  
612-260-6437

[bherzan@scalelogicinc.com](mailto:bherzan@scalelogicinc.com)

Skype: bherzan1

Drew Wanstall, Scale Logic  
612-875-225-3109

[dwanstall@scalelogicinc.com](mailto:dwanstall@scalelogicinc.com)

**Scale Logic, Inc., In Collaboration with NewTek and Zixi, drives 4K Workflow for the StudioXperience and Waskul TV at NAB 2015**

***Integrated file-based workflow leverages HyperFS SAN & Scale-out NAS to deliver 4K post and live broadcast quality streaming over public internet***

April 10th, 2015, Bloomington, MN – Scale Logic, Inc., a global, converged, value-added services and data storage infrastructure supplier has partnered with the StudioXperience & Waskul.TV at The NAB 2015. Scale Logic will provide a complete end-to-end file based workflow converged solution on premise at the StudioXperience live auditorium. On The NAB show floor, six, 4K camera feeds ingest into workstations where editors, create, manage and distribute content live and on demand to over 50,000 viewers across a range of traditional and mobile devices.

The solution developed and implemented by Scale Logic includes HyperFS SAN and Scale-Out NAS File System powered by BWStor, Genesis DX2 high-performance RAID storage, Genesis IAP HSM archive appliance, as well as an integrated project management layer for managing editorial workflows for Adobe, Avid, and Final Cut Pro. In addition, Scale Logic worked with both Zixi and NewTek to extend a robust off premise workflow experience. Zixi will allow a contribution link from the StudioXperience booth to Waskul.TV over IP using Zixi's OTT network aware protocol while NewTek TriCaster is the multi-camera live production system for the StudioXperience.

"It's tremendous that NewTek, Scale Logic, Waskul Entertainment and Zixi are working together. Broadcast customers can now use Scale Logic and Zixi products with their TriCaster for live and post production workflows," said Michael Kornet, executive vice president of Business Development for NewTek. "What's exciting is that NAB attendees will see more than a stage demonstration here, they'll get to see this solution in action every day being used to produce the NAB Show StudioXperience."

"The StudioXperience broadcast studio is where the content life cycle story comes together. It's a live production environment where attendees can see many of the solutions being demonstrated in the StudioXperience technology showcase powering our broadcast from the



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NAB Show floor,” said Steve Waskul, CEO of Waskul Entertainment. “From the moment we engaged with Scale Logic, our team felt in good hands. They brought with them great attention to detail and a range of partners that allowed my team to focus on the production while Scale Logic handled the details of automating our file-based workflow.”

“Zixi enables live broadcast over IP from anywhere to anywhere, Scale Logic recognized this and quickly brought ZIXI into the discussions with Waskul.TV,” said Ray Thompson – Vice President Product Marketing, “Zixi Broadcasters can deliver Zixi Transport Stream feeds to NewTek TriCaster multi-camera production systems as inputs for production extending the ability of broadcasters to leverage IP for live production.”

"Integrating file-based workflows into complex environments takes experience, vendor collaboration and a full understanding of the customers expectations," said Bob Herzan, President and CEO of Scale Logic. "The StudioXperience requirements for acquiring, creating and distributing content during the NAB show is not unique, however success is built on strong communication and pre-determined expectations. Steve set the guidelines and Scale Logic, along with several partners, came together to drive the complete workflow for the StudioXperience."



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### **About Scale Logic Inc.**

Scale Logic, Inc. is a value added global distribution company focused on storage and networking infrastructures. We bring value to our partners by building a suite of products and services to help scale their business effectively and efficiently. Our sales and technical team are seasoned veterans with over 25 years of experience in developing, deploying and supporting high performance digital file based solutions. Scale Logic, Inc. has developed strategic relationships around RAID, Scale-Out NAS, SAN, and Archive technology that focuses on logical solutions to complex storage needs in the Media and Entertainment industry. Our consultative approach offers our customers options that consider performance, reliability, scalability, and budget.

### **About Zixi**

Zixi is revolutionizing contribution, management, production, distribution and consumption of studio-quality video on the Internet. By enabling broadcast news, live sports, service providers, enterprises and video equipment manufacturers to use unmanaged IP networks like the Internet for reliable content delivery to any device, any time anywhere. Zixi's proven, unique transport software eliminates the problems in transporting video that are inherent in IP networks and delivers video of unprecedented quality with no stutter, packet loss or frame-freeze regardless of network conditions. Customers using Zixi to enhance their users' experiences include NASDAQ OMX, the Ultimate Fighting Championship (UFC), Stryker, and News Corp. Zixi is privately held and based in Waltham, MA. To learn more please visit [www.zixi.com](http://www.zixi.com)

### **About Waskul TV**

StudioXperience is a premiere attraction that helps professionals understand how solutions can make a difference in their real-world environment. By leveraging a technology showcase with live content creation and long-term content distribution capabilities, StudioXperience is an ideal platform for extending the value of live events and reaching out to a global audience.