



NAB Booth SL 11216

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RUSHWORKS Defines ‘Different’ with an NAB 2018 Line-up of Uniquely Simple Solutions for Production, Playback and Streaming

Hardware and software provider to bring powerful and affordable solutions for applications ranging from TV and radio broadcast to Internet stations, government facilities and houses of worship

Flower Mound, TX - February 6, 2018 - RUSHWORKS, provider of cool technology for production, playback and streaming since 2001, will demonstrate a line-up of “K.I.S.S.” solutions at NAB 2018. Each product focuses on the company’s mission to “Keep It Super Simple”, combining powerful but simple to use feature sets and functionality that insure high-quality production for TV, radio and Internet – on a budget that virtually anyone can afford. Demonstrations of RUSHWORKS’ products will be active in Booth SL 11216.

Comprising the show line-up of new, upgraded and enhanced products are: **A-LIST Streamster**, RUSHWORKS new IP only automation system; the **3n1** multi-function video camera; an expanded **PTX** universal PanTilt head series; **RUSHDOLLY**, a tiny but versatile track dolly; **VDEPO** video deposition recording system, and **VDESK** robotic camera video production system for television and radio.

“At this year’s NAB we have two clear messages for attendees,” says Rush Beesley, RUSHWORKS president. “One is that RUSHWORKS is the very definition of different, with unique technology that empowers a single operator to create sophisticated multi-camera video productions with no compromise in technical or production value. Second, we ‘Keep It Super Simple’, meaning it’s all so user-friendly that even non-techies can operate it. Our gear can literally go from broadcast to boardroom, classroom to congregation and always deliver quality beyond expectations with minimal operator involvement.”

RUSHWORKS NAB HIGHLIGHTS:

A-LIST Streamster

Recognizing the dramatic increase in demand for OTT content management and distribution, RUSHWORKS has created an “IP only” configuration of its industry-leading A-LIST Broadcast Automation System. The tiny form factor supports URL and NDI input and output, making this scheduling and playback engine the technology of choice for Internet TV stations.

3n1 Multi-Function Video Camera

Building on 18 years’ experience controlling PTZ cameras, RUSHWORKS now offers a camera with THREE functions in ONE form factor: an HD-SDI PTZ with 20x or 30x lens, a wide angle HD-SDI camera, and the ability to auto-track single targets. With exceptional low-light capability, it’s ideal for houses of worship, presenters, teachers, performances, and similar venues.

PTX Universal PanTilt Heads

These unique pan and tilt heads, available in two sizes, provide a new dimension of production functionality and versatility. Using VISCA and DMX controllers with your favorite camera or camcorder, remotely control most camera operations with cameras from AJA, ARRI, Blackmagic, Canon, Datavideo, JVC, Marshall, Panasonic, RED, Sony and others.

RUSHDOLLY for PTZ & PTX Production

RUSHDOLLY is a tiny but versatile track dolly designed to interface with PTZ and PTX cameras for creating scripted, multi-dimensional moves that integrate all motion axes into shots. RUSHDOLLY, equally at home on the floor or suspended, can creep or maintain a walking pace in the studio or on location, with super simple software for preset creation and speed-defined transitions.

VDEPO Video Deposition Recording System

VDEPO meets the needs of those specializing in the production of on-location video depositions. Lightweight and small, it's optimized for quick setup and noiseless touch-screen operation. It has four inputs, supports Picture-in-Picture (PiP), a graphic and video File Browser with search and playback, and ISO recording of all inputs as well as the switched program.

VDESK Radio/TV Production System

Radio/TV integrates RUSHWORKS' **3n1** multi-function PTZ camera with its TALK-TAKE automated video switching based on voice activation. The combination provides excellent coverage for the host and the guests with totally "hands off" switching. This means no additional workload on the producer, and low cost to provide good return on investment.

About RUSHWORKS

Founded in 2001, RUSHWORKS provides low-cost, high-performance television production, automation and video streaming solutions. These scalable and extensible solutions integrate networked video and graphics servers and encoders with "powerfully simple" automation software for Houses of Worship, Broadcast, Cable, PEG channels, Meetings, Events and Digital Signage. The company also designs and installs turnkey integrated media solutions for city government channels, including automation systems, encoders, audio support systems, large screen monitors, video presenter solutions, and other meeting room AV support. For further information: <http://www.rushworks.tv>

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