



NAB2012 PRESS AND MEDIA INFORMATION

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Renegade Labs report continuing sales success, with deliveries of digital mixers to Warner Bros., Aboriginal People's Television Network, WVIZ-TV, Fox Broadcasting, Prime Focus, Modern Videofilm & Music Choice

Multichannel digital mixers targeted at TV stations, cable, satellite and post-production facilities

Las Vegas Convention Center, NV: During the upcoming NAB2012 Convention, which opens here today and runs until April 19, Renegade Labs will be spotlighting recent sales success for its range of small-format and edit suite digital mixers to major television networks, TV stations, cable, satellite and post-production facilities. "Our flexible, multichannel mixing systems are now in regular use throughout North America, Asia and Europe," states company co-founder/president Kirk Bradford.

The current product series comprises the popular **Blue|328** and **Gray|328** Digital Audio Mixers targeted at linear/tape-based and non-linear edit suites, plus transfer rooms, telecine bays and mobile production vehicles, in addition to the **M16** Digital Audio Mixer, which comprises a small-format control surface with level faders and user controls that connects to a powerful MXE Series processing chassis. The Gray|328 digital mixer is functionally identical to the Blue|328 aside from the addition of ESAM II control protocol for linear editing suites.

Warner Bros. Post Production, Burbank, recently installed an M16 Digital Audio Mixer in a new Linear Editing Suite. "The operators were very pleased with the user interface and the way that the user screen is so well laid out," explains Keith Knudsen, Renegade Labs co-founder/VP of sales. "After the unit was fully connected, the operators had figured out how to handle the M16's basic functions in less than 30 minutes, without even getting into the M16 manual – for them, the mixer layout was totally logical!"

Aboriginal People's Television Network/APTN based in Winnipeg, Canada, recently purchased their 13th Blue|328 digital mixer. Launched in 1999, APTN is described as the world's first national broadcaster offering programming by, for and about Aboriginal Peoples, to share with Canadians as well as other viewers around the world. "We have Blue|328 mixers installed at our 10 regional bureaus around Canada," says Fernand Dubois, the network's manager of engineering, "as well as three in our editing facility at the Winnipeg HQ. Back in 2009 we were looking for a compact, affordable digital audio mixer that was also simple to use – the Renegade Blue|328 fits the bill for us, and has been totally reliable." The mixers are used with both Avid News Cutter systems and Avid Media Composer-based edit suites.

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Renegade Labs Blue|328 Digital Mixer installed at APTN's Edmonton News Bureau

WVIZ/PBS ideastream, based in Cleveland, Ohio recently purchased its fourth Blue|328 digital mixer for use in the stations Final Cut Edit Suites. "The mixer's ability to accommodate both analog and digital I/O, as well as their high quality, clear sound quality and ease of installation, made the Blue|328 an easy purchase decision," says chief engineer David Rodriquez. "Our three original mixers were purchased in 2006. We recently commissioned a new edit suite and, wanting to keep them uniform, we purchased an additional Blue|328." Rodriquez cites three primary reasons why the station's operators like the Blue|328 digital mixers: "a small form factor, which integrates nicely into a small edit suite; they work great for our application; and ease of use, making it very easy to train new editors."

Fox Broadcasting Los Angeles recently purchased its fourth Blue|328 system, **Prime Focus**, a New York-based post facility, has installed its fifth Blue|328 digital mixer, and **Modern Videofilm**, Burbank, has just added a Gray328|MXE. "Modern Videofilm specified our SD/HD-SDI digital interfaces, to accommodate de-embedding and re-embedding of audio tracks within their edit suite," Knudsen adds. **Music Choice**, a company that produces music-related content for cable subscribers, installed two Blue|328 digital mixers at the end of 2010, and plans to add a third in the near future.

Turning to international news, **South Australian Film Corporation** recently took delivery of a Blue|328 digital mixer, which was ordered through Renegade Labs' distribution partner, **Gecom Technology**, while **NBC Universal** in the UK has installed a Blue|328 in a mobile broadcast truck. And during 2011 **Totsu International** installed the 100th Renegade digital mixer in Japan. "In the space of just over a year," recalls Knudsen, "we shipped another 30 systems to our Japanese customers – a pair of Gray328|MXEs, six Blue|328s and 22 M16 control surfaces. It's been a bumper year for us!"

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