

SOHONET, BLUESCAPE AND OPTIKA JOIN FORCES TO DEMONSTRATE THE CUTTING EDGE OF VISUAL COLLABORATION AT NAB 2017

Sohonet, the leading global experts in connected cloud services for the Media and Entertainment industry, today announced it will demonstrate the integration of ClearView Flex into Bluescape's visual collaboration software using Optika's line of Collaborate touchscreen displays at NAB this April. The combination of these three powerful technologies offers unprecedented collaboration capabilities for film and entertainment creators.

Bluescape helps entertainment companies create better films, TV shows, and other entertainment media by giving teams a virtual workspace to meet, share and develop ideas. Its cloud-based, visual collaboration software is the only solution that empowers filmmakers to storyboard, collaborate and evolve hundreds of pre-production movie frames as well as post-production assets anywhere, anytime in one persistent and secure workspace, so the creative magic is never lost. Bluescape can be used on large-format, touchscreen walls, such as those from Optika, in addition to laptop, tablet and mobile screens.

Sohonet's CTO, Ben Roeder, said "When we first saw Bluescape running on an Optika display wall, we knew right away that it would be a great fit to work with ClearView Flex. Having solved the problem of delivering a private real-time video session to mobile viewers with virtually no lag, our customers were looking for an intuitive and powerful way to annotate and collaborate as the video played. The Bluescape environment does exactly that."

Optika Display is the premier provider of professional grade, large-format, 4K (UHD), interactive display solutions designed specifically for the unified communications, enterprise collaboration, healthcare, government, broadcast, motion picture and entertainment markets.

Combining high-quality stylus writing capability and precise multi-touch technology – bundled with Bluescape's visual collaboration software, Optika Display delivers Sohonet Clearview Flex motion picture and entertainment clients with a best in class, extremely reliable, intuitive collaborative digital workspace solution. As a result, the Collaborate Series bundled with Bluescape allows Sohonet's Clearview Flex users to effortlessly collaborate with others, develop and expand on ideas as a group, team, organization, save, share, build upon, refine, review and then present those ideas in (4K UHD) Ultra High Definition quality.

Designed to help distributed creative teams continue to work together in real-time (without relying on planes, trains or automobiles), ClearView Flex gives content creators the ability to send a high-quality encrypted stream to any laptop or mobile device with the kind of performance and security that the major studios expect for their most valuable content.

Nick Brown, vice president of product and marketing at Bluescape said, "Our customers are looking for solutions to help them create better films and other forms of digital entertainment faster. When we looked for a way to add real-time video to Bluescape's visual collaboration platform, we were happy to discover that not only had Sohonet solved the problem, but that we shared many customers in the Media & Entertainment world."

Bob Caldarella, Senior Vice President of Optika, agreed. "We are excited to build on Optika's success in the world of live broadcasting by working with Bluescape and Sohonet to show

how our innovative touchscreen technology can enhance the remote collaboration work of directors, producers, designers, editors, and VFX artists.”

Chuck Parker, Chairman, and CEO of Sohonet, said, “The truly global nature of production today means that our customers are always looking for ways to break the laws of time and space. It’s not a question of if a director or producer will be asked to be in more than one place at the same time, it’s a matter of when. Our integration with Bluescape and Optika offers a compromise-free solution to this dilemma.”

About Optika

Optika Display is a wholly owned subsidiary of STRATACAHE – the industry leader in digital signage. As a market-leading worldwide corporation, Stratacache specialty in digital signage, content distribution and content acceleration and Optika Display’s success in UHD 4K displays brings a new level of synergy and technology expertise to the industry.

Optika Display’s Collaborate Series brings a Professional Grade, High-Performance UHD (4K) Design Center, Creative Production Studio, and Board Room Collaboration experience to your fingertips and the tip of your pen.

About Bluescape

Bluescape helps companies create better. Its visual collaboration software gives teams a virtual workspace to meet, share and develop ideas. Accessible wherever you are, Bluescape lets you see the whole picture as you ideate, design and refine concepts. Founded in 2012, Bluescape is a wholly owned subsidiary of Haworth and headquartered in San Carlos, California. Visit bluescape.com.

About Sohonet

Sohonet are the global experts in connectivity, media services, and network security for the media and entertainment industry. We allow creatives to work on content wherever they are in the world by providing an extensive range of solutions which enable them to transfer and store valuable and critical content quickly or to collaborate securely in real-time. And all of this is backed up by our unrivaled 24/7 technical support. The Sohonet Media Network is the largest and most established private, high-performance network for the media industry and connects over 450 of the leading studios, production and post-production facilities around the world.

Sohonet enjoys strong partnerships within the broadcast and film industry, supporting organizations such as the BFC, SIGGRAPH, HPA, SMPTE, The Digital Production Partnership, AMWA, UK Screen Association, The Production Guild, MESA and MESA Europe, and The Visual Effects Society.