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For Immediate Release

BTX and Reach Announce the Release of the Bee3 Recording and Streaming Production Switcher

HAWTHORNE, N.Y. — May 11, 2017— BTX Technologies, a top-tier, value-added distributor and manufacturer of emerging technologies, signal processing products, integration essentials and a multitude of related services announced today that Reach is launching the Bee3 all-in-one content recording and streaming live production switcher to complement its line of Bee series AV over IP solutions.

The Bee3 is an all-in-one purpose built appliance for the recording of content that needs to be simultaneously streamed to a CDN service. Content including training, meeting, sporting events, or other knowledge transfer material can be uploaded directly to YouTube, Wowza, Anystream, or for on-demand viewing as well as streaming directly to Facebook Live.

“When Reach designed this product, it was to serve markets that found it too complicated, time consuming and expensive to create usable content for their audience”, says Carl D’Agostino, AV over IP Business Manager for BTX Technologies. “And at \$3650 list price, this becomes an extremely attractive solution for schools, corporations, houses of worship and municipalities to get the right content to the right audience in a timely fashion.”

This versatile and compact product has a seven-inch touch screen and is simple to operate, as the most important functions of the Bee3 are just a touch away. The Bee3 comes with 2 HDMI inputs, for any HD source such as cameras, or presentation content. The system comes with production switch quality transitions including cut, dissolve, and more so an engaging program can be designed.

Live streaming and production are easy and affordable without the need for a production crew to capture an event.

More...

The Bee3 and entire Reach product line can be seen at InfoComm in Orlando, June 14-16 in the BTX booth #3901.

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About Reach

Reach is the leading manufacturer of IP-based capture, streaming and Video On Demand solutions. Reach solutions are end-to-end, so no additional purchases or subscriptions are required. Every product comes with a three-year hardware warranty with the ability to extend the warranty period to 5 years. Reach also provides software and firmware updates at no charge for the life of their products. With no recurring license fees for servers, users, sites or appliances, Reach solutions offer a high-value, low-cost alternative to other streaming products. Learn more about www.reachvip.us.

About BTX Technologies, Inc.

BTX is an award-winning, value-added distributor and manufacturer of products that range from integrations essentials and signal processing to collaboration software, digital signage, Video over IP, lecture capture and room scheduling systems for video, audio and data applications. BTX specializes in bringing emerging technologies to its integration client base to help them find new revenue streams for their businesses. BTX has over 75 product lines, an in-house fiber lab and an in-house metal shop for production of high quality custom plates, panels and breakout boxes. BTX, celebrating its 50th year, is a CTS certified organization. The company's highly technical inside staff and national outside technical sales team was voted #1 best sales operation by the readership of SCN Magazine. BTX has earned five patents and offers many unique and proprietary products. All of the company's products are available online at www.btx.com, by calling 800-666-0996, and from a selection of international distributors listed on the company's website.

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