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For Immediate Release

California State University Deploys Reach
Streaming & Capture Solution in Psychology Department

HAWTHORNE, N.Y. — March 21, 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 one of its featured product lines, Reach, has been installed in the California State University's Psychology Department.

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.

As California State University was planning and developing their new laboratory and observation rooms for the Psychology Department, it was determined that the space required a camera system for use by every student and member of the faculty that had access to the lab. The impact of recording video and audio during behavioral studies research offers phenomenal benefits. Capturing interactions and reactions to different stimulus with multiple camera angles offers a variety of additional data points in research.

The system for the three observation rooms within the laboratory include two Pan-Tilt-Zoom (PTZ) cameras along with a Reach Bee8. The entire system is controlled from Manager Lite or the Reach Video App, running on a PC or an iPad, outside of the observation rooms. The Professor moderating the research can start or stop recording, control screen layout, and recall individual camera presets, or control each camera independently.

"The Reach Bee8 system has been working very well for our program, and Carl D'Agostino, BTX Manager of Video over IP Business Development, was instrumental in helping us get the system up and running," says Dr. Virgil Adams, III. "He brought an old-school business attitude with him to this project, and in my experience, great suppliers take care of their clients and make sure that their needs are being met and do what they can without question. Reliable products are only part of the package – great customer service is equally important. And that is what we received – great customer service and a reliable solution."

Dr. Adams continues, "Programs like ours are critical in academia to get students actively involved in research which enhances their future educational opportunities as well as strengthens the college program itself. With this Reach equipment, there is now a new set of flexible applications that gives students cutting edge experiences while they experiment with more creative ways to capture information. Bottom line, video and audio recording in a systematic way that can be preserved and reviewed is paramount in behavioral studies programs. Additionally, this aids faculty in their research."

The Reach Bee8 is an all-in-one capture, streaming, recording, and distribution appliance. It has the horsepower to deliver live RTSP and RTMP streams concurrently, so users can connect to it directly to view live content, while remote viewers can watch the same content live through a Content Delivery Network (CDN) like Wowza or YouTube. The Bee8 also records a high profile MP4 file for VOD distribution. The Bee8 provides redundant recording simply by inserting a flash drive in its front panel USB2.0 port as well as local playback which increases its usefulness in a conference or huddle environment.

Carl D'Agostino and the members of the BTX Outside Technical Sales Team continues to travel the country demonstrating Reach. If you are interested in a demo, please contact us at info@btx.com. The Reach solution will be highlighted at NAB 2017 in Las Vegas (BTX booth C9806) as well as during InfoComm 2017 in Orlando, FL. in booths 3901 (BTX) and 4481 (Reach).

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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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