

## 3D Storm & NewBlue – New collaboration



### 3D Storm opens the doors of Europe to NewBlue

Following the agreement reached in July 2021, 3D Storm is now the official distributor of NewBlue in Europe, allowing the U.S company to expand on the European market.

NewBlue is renowned as a creative technology company that develops innovative visual storytelling tools, video effects, and titling software. With Titler Live 4 Broadcast and its turnkey solution Fusion 2, NewBlue brings post-production quality to live production.

3D Storm is the N°1 NDI® Specialist in Europe & Africa, and NewTek & LiveXpert official international distributor. After having successfully established NewTek in Europe, 3D Storm is expanding its catalog with NewBlue solutions for live production.

This agreement is the achievement of a long-standing Franco-American friendship between NewBlue and 3D Storm, and numerous discussions about requirements and expectations of live production in Europe.

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*We are delighted to collaborate with 3D Storm for the growth of our international presence. Moving forward with a company that has developed a large network in Europe is a real asset, and comes at the right time, with the launch of our Fusion 2\*.*

**Todor FAY – NewBlue CEO**

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This collaboration enables 3D Storm to distribute in Europe some of the most renowned video graphics tools. All NewBlue products, Titler Live 4 Broadcast, Complete, Present, Social and Sport, are now available in the 3D Storm catalog, and will be completed in September with the 1RU Fusion 2\*.

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*I've known Todor Fay for a long time. A few years ago, during the NAB\*\*, we have discussed at length the needs of live production... I am very impressed with Titler Live 4 Broadcast – it is a new generation tool that comes at the right time for our customers. There is a large installed base of CG systems that must be replaced and for which there was, until then, no real alternative, adapted to current needs and budgets.*

**Franck H. Lafage – 3D Storm CEO**

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\*Rack 1U Fusion 2, launch scheduled for September 2021

\*\*NAB Show : National Association of Broadcasters, annual international event that takes place in USA