



A true Success Story

Every success story has a beginning and 3D Storm begins its own alongside NewTek, thanks to a longtime relationship between Tim Jenison - NewTek's founder and Franck Lafage - 3D Storm CEO.

Lafage started his involvement with NewTek right after NewTek's founding in the mid-eighties. 3D Storm was created in January 1999 to establish NewTek in Europe, Africa and Middle East (EMEA).

"Tim Jenison is a visionary – when we started, back in 1985, Tim had a software approach that was, and still is, revolutionary. NewTek created accessible tools, both in terms of price and ergonomics. This vision of the world matched mine, that's why I am thrilled to share this amazing adventure, since the beginning, with NewTek," said Lafage.

3D Storm's aim is to expand and support NewTek across EMEA, gathering a team of experts and multilingual talented individuals. 3D Storm has a cosmopolitan, international, European team, focused to serve a network of more than 200 specialized resellers and integrators. A true European distributor, 3D Storm's reliable team members speak English, French, German, Spanish, Italian, and Portuguese; they understand every market and adapt to fit every need and country.

The French company is NewTek's first International Distributor, with more than 10,000 NewTek systems installed in EMEA. Over the years 3D Storm has sold and installed NewTek solutions in companies such as Disneyland Paris (France), World Intellectual Property Organization (Switzerland), United Nations (Switzerland), European Commission (Belgium), European Judo Union (Malta), Spain Ministry of Justice (Spain), Paris Sorbonne University (France), Michelin (France), Milan AC (Italy), Hellenic Parliament (Greece), South African Broadcasting Corporation (South Africa), Mazda (Germany) and so many more.

NewTek Success Leads to Development of New Brand: LiveXpert

In 2014, Lafage used his years of knowledge of the video, live streaming and live production world to create a new brand: LiveXpert. Through this brand he has developed products that produce graphics and scoring systems for live sports productions. Live CG BroadCast, Live CG Stadium are NDI®-enabled.

After 22 years of hard work, 3D Storm is the leading NDI® Specialist in Europe, Africa & Middle East and NewTek's Top Revenue Producing EMEA distributor.

