

New axle Pulse Turns Audiences into Contributors

*Available as branded offering for news organizations and corporations
axle Video Acquires VidLasso technology; cofounder Christy King to join company as advisor*

BOSTON, April 12, 2016 — NAB 2016 (Booth SL15416). Today axle Video announced the first-ever integrated solution for news organizations and brands to gather and stream video directly from their audiences.

axle Pulse is a new mobile app that lets broadcasters and brands source immediate, authentic content; their communities are empowered with an easy way to capture and share video footage from their smartphones. The system is available either as a complete software/hardware solution for purchase, or as a monthly cloud subscription. It includes branded apps for iPhones and Android smartphones, and lets contributors sign up, shoot and upload video. The users can also join a dialogue with the broadcaster or corporate media department which can include requests to capture specific material in exchange for compensation. For breaking news stories, a livestreaming mode is available which turns the smartphone into an immediate on-location asset for news organizations.



The axle Pulse system combines an easy-to-use mobile app and a powerful media management back end, based on axle's radically simple axle Gear software. The solution works as follows:

1. The company operating the software can request footage from contributors in their audience, optionally with specific assignments
2. Contributors capture and upload video footage in response to assignments, with any compensation predetermined
3. A built-in search tool lets the broadcaster quickly tag, curate and subclip submitted videos

4. In the case of breaking news or live events, streaming from one or more contributors can be enabled for direct feeds

Axle Pulse is based in part on pioneering mobile software called VidLasso, which axle Video has acquired and adapted for use in the new system. Christy King, a cofounder of VidLasso, who has joined axle as an advisor, said “I am delighted to see VidLasso grow up to become axle Pulse. The axle software team has expanded our original feature set in smart ways for news organizations and brands to harness the power of mobile video capture and streaming. axle is the leader in affordable media management, with great customers in the broadcast and corporate markets, and I’m thrilled to see axle Video build on our mobile capture technology, and make it even easier to gather and organize user generated content.”

The system includes axle Gear media management back end technology that gives permission-based browser access to all uploaded content, as well as postproduction features like the ability to select and approve footage for use on air or on a website. When integrated with affordable networked storage and playout options from axle Video’s partners, axle Pulse can form the core of a next-generation media operation at a small fraction of the cost of traditional broadcast infrastructure.

axle Video News Summary for NAB 2016

axle Pulse (see above)

axle 2016, the newest version of axle Video’s radically simple media management software, with these

key features:

- **axle Panel for Adobe Premiere Pro CC.** A plug-in that saves time and effort and improves creativity by allowing Adobe Premiere Pro users to instantly access and use any media managed by axle 2016 and the core axle search features from within their editing environment.
- **Elastic search**
- **OSX Status Application**
- **Improved Process Monitoring**
- **Improved administration**
- **Large text fields**

Abekas Taps axle Video for Browser-Based View of All Media Assets (separate press release)

axle Video CEO Sam Bogoch Authors SBE Guidelines for MAM (separate press release)

Pricing and availability

axle Pulse is available now for complete on-site system deployment; after June 1 as a monthly cloud subscription. Both approaches include branded iPhone and Android mobile apps, as well as all required back end infrastructure for managing submitted video content and (with the streaming option enabled) live streams. Contact axle Video for details. axle 2016 software is available now starting at \$995 for two users

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About axle Video

axle Video (www.axlevideo.com) is the pioneer in developing radically simple software for

media management and capture. Its solutions help small to mid-size organizations improve the way they gather, share and archive digital video content, with media management solutions that are easy to install, use and afford. Its radically simple media software uniquely addresses a burgeoning need and has caught on rapidly among video professionals in post-production, education, broadcast, corporate, sports, house of worship, non-profit, advertising-marketing, and government organizations worldwide. At its introduction, axle Video's software was recognized with the IBC 2012 Best of Show award and at NAB 2013 with the prestigious DV Magazine Black Diamond and Post Picks awards. axle Video is a privately held company; its founders have extensive industry experience in media asset management for creative applications. Learn more at www.axlevideo.com.

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