



For Immediate Release

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### BitFire Networks Provide NCAA March Madness with Innovative Technology In Covid Era

Phoenix, Ariz.: (March 15, 2021) BitFire Networks joins CBS and a nationwide radio network in bringing the NCAA tournament to playoff schools across the country.

As March Madness kicks off on March 18th, schools across the country faced a herculean task. Due to the challenges created by COVID-19, many of the participating school's radio broadcast teams could not travel to the game site. Schools across the country faced the challenge of their broadcast crew being unable to watch and call the game in real time.

That's where Boston & Phoenix based BitFire Networks stepped in to solve the problem. BitFire is the only company that has perfected an all-in-one Internet transport solution with the ability to support multiple fully synced cameras, broadcast audio and video.

BitFire servers are installed at CBS broadcast headquarters in New York City and will transmit video feeds for each one of the 68 NCAA Men's & Women's tournament games. These feeds will be broadcast to each of the participating university's local radio partners, so that announcers have the ability to call their games in real time. Since the feeds will be coming directly from CBS, the radio crews will be able to watch with none of the delays they would encounter watching a traditional television broadcast. Feeds will also provide the true sense of the game, with the actual natural sound from the court, so listeners can feel just like they are sitting courtside.

"Delivering and innovating live production solutions is what BitFire does all under one roof," said Bob Sullivan, CEO of BitFire. "Like all professional sports this past year, the NCAA and CBS had a challenge in delivering a real time broadcast to participating schools all across the country. That's why they called us. It was important that the fans felt like they were at the

game, hearing and feeling everything in real time and with no broadcast delays.'

In addition to supporting each of the participating schools, BitFire Networks will also provide video feeds for every game to Westwood One Radio, the official national radio broadcast for the NCAA tournament.

BitFire specializes in live event video production, internet streaming and TV broadcasting for sporting events across the country. With clients like the NFL, MLB, NHL and Major League soccer, BitFire produces hundreds of live sports events each year and has perfected the delivery of multi-camera transmission services and broadcast solutions.

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#### **About BitFire**

BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcast solutions. With headquarters in Phoenix and Boston, BitFire was created in response to new-world demand for an agile, professional-grade, live IP video transport experience, and expert remote production services. BitFire's comprehensive platform includes the BitFire Transport Network, a fully managed portal that provides point-to-point delivery of broadcast-quality video to wherever it needs to go. The BitFire Transport Network can be accessed by either browser-based FireBridge, when broadcast is needed for one-to-one or one-to-many live contribution and collaboration, or through FirePower, a stackable HD server and authentic configuration that receives and delivers video packets with deterministic latency and frame-accurate synchronization. BitFire Production Services are provided by a team of broadcast experts, along with production trucks and additional assets, including remote production control rooms (REMI), camera packages, and live production and post-production capabilities. BitFire is taking live video from where it is, to where it needs to be. Visit [BitFireNetworks.com](http://BitFireNetworks.com) for more information.