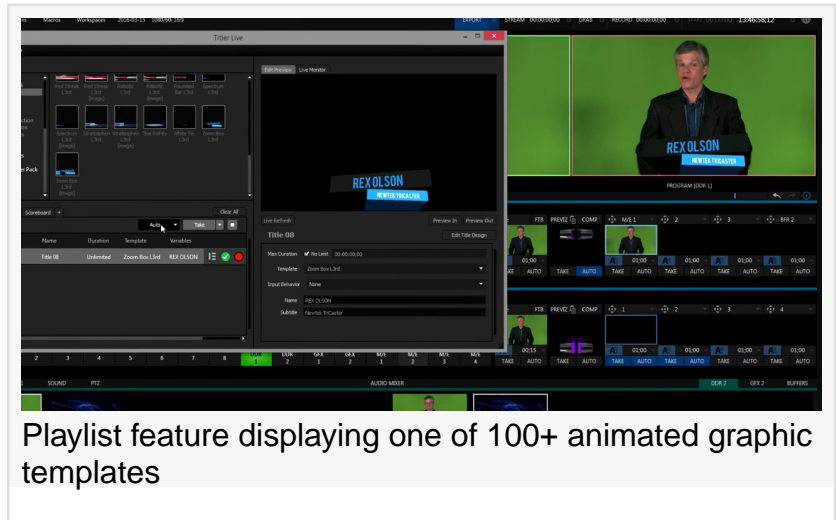




# NewBlue Partners with JB&A as Exclusive Value Added Distributor

SAN DIEGO, CA, UNITED STATES, September 21, 2016 /EINPresswire.com/ -- [NewBlue](#) Inc., a leader in providing broadcast and post production titling technologies and effects, today announced that it has signed a new strategic partnership with [JB&A](#) Distribution, the well-established experts in media management and IP video distribution. JB&A will distribute NewBlue's live graphics system, [Titler Live Broadcast](#), to serve the growing demand for high-end graphics solution in the NewTek Tricaster market. JB&A's



strategic initiatives and expertise will help NewBlue strengthen its market reach and strengthen its presence in North America.

“We are pleased to partner with JB&A, who helps us bring Titler Live Broadcast exclusively to the North American markets,” explains Todor Fay, CEO of NewBlue. “JB&A has the knowledge and expertise to help us broaden our reach while offering the high-level of service and support our customers expect.”

Titler Live Broadcast is one of the many award-winning software applications offered by NewBlue Inc. Built on NewBlue's award-winning titling platform, Titler Live Broadcast delivers 3D, animated on-air graphics to NewTek customers in a cost effective solution.

Since 1996 JB&A has focused on building trusted relationships with its technology partners, by creating end-to-end media management and IP video distribution solutions for video professionals. In collaboration with both technology manufacturers and resellers, JB&A is able to customize end-to-end workflow solutions to meet the evolving needs of the media and broadcasting industries throughout North America.

“JB&A has long been focused on products that facilitate or expand the possibility of a creative group's workflow, and we're excited to be partnering with the team at NewBlueFX. Their take on titling software has shown that the creation and use of graphics should be considered part of a production workflow – not a hindrance to it. With their software, graphics can be made once and used quickly in both live and post production – opening up the production pipeline.”  
Nicholas Smith, Director of Technology at JB&A Distribution.

The addition of JB&A illustrates NewBlue's intent to expand its market reach building on existing channel partnerships. NewBlue will benefit from JB&A's market leading distributions services and expertise, helping Titler Live Broadcast reach NewTek customers and maintaining NewBlue's

standards.

#### About NewBlue, Inc.

Delivering innovative, titling and effects technologies since 2006, NewBlue, Inc. provides video editing solutions to filmmakers, and broadcast professionals worldwide. The company's NewBlueFX line features an extensive product portfolio of video effects, transitions, and titling products which integrate directly into non-linear editing platforms, such as Adobe After Effects, Adobe Premiere, Avid Media Composer, Apple Final Cut Pro, Black Magic Da Vinci Resolve, Grass Valley Edius and Sony Vegas. Its flagship titling tool, Titrer Pro, provides real-time, flexible and NLE-integrated motion graphics authoring and is available for desktop NLEs, as well as broadcast software including NewTek Tricaster and Telestream Wirecast. Privately held, NewBlue is located in San Diego, California.

#### About JB&A

Founded in 1996, JB&A is a leader in the field of Digital Media and Video Technology. They are dedicated to bringing the most innovative and complete Digital Media Management, IPTV, Streaming, Digital Projection and Connectivity solutions to market. JB&A is staffed by industry experts and provides support in every step of the pre and post sales process. JB&A is a unique mix of Consultant, Channel Partner, Solutions Provider and Distributor with an ecosystem of certified, tested and proven products and workflow solutions.

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