

FOR IMMEDIATE RELEASE

## **Growth in AI solutions drives new Global Sales Manager for Mobile Viewpoint.**



**Alkmaar, Netherlands – 14 January 2020** – Mobile Viewpoint, a leading manufacturer of mobile encoding solutions and [AI solutions for live video productions](#), have announced the appointment of Mark Andrews as their new Global Sales Manager.

Andrews was previously the Head of Broadcast and Security at Soliton Systems. With a background in selling Outside Broadcast and live video streaming solutions, he has a reputation in both sales and marketing for helping technology companies wanting to scale up.

As a Dutch company with many global broadcasting customers, Mobile Viewpoint made its reputation designing and selling [mobile transmitters](#) for use in a range of live streaming scenarios including news gathering, live sports production and secure law enforcement solutions. They were the first company in 2018 to demonstrate [live streaming over 5G](#) in conjunction with BT Sport and EE.

Michel Bais, Managing Director of Mobile Viewpoint commented “Mark comes with a wealth of sales expertise and knowledge of the broadcast industry. With our new AI products that we have launched in both the sports and the news sector, we wanted someone who has proven experience in growing new markets with new products and we are confident of Mark’s ability to do just that.”

Andrews explains his motivation for joining Mobile Viewpoint “What strikes me most about Mobile Viewpoint is their pioneering attitude. They are well respected in the industry for building quality H.265 encoders that can use multiple cellular networks for live streaming in the OB world, but more recently they have delivered on AI products for [automated live productions](#) for football, basketball and other sports clubs who are looking to automate the recording of games and training sessions where they have limited resource and capital.”

Andrews continues “With the development team situated on the same floor as the sales team, feedback comes directly back from our customers in the field to our people in the office, meaning they have a reactive and customer driven attitude.”

The new AI products includes the IQ Sports Producer that can provide a live stream for a sports match without the need for a production team, and the VPilot system that provides studio automation for live news without the need of a cameraman or director.

If you wish to explore Mobile Viewpoint solutions, they will be exhibiting at ISE on 11-14 February 2020 in Amsterdam and at NAB on 18-22 April 2020 in Las Vegas. Please contact them to arrange a demonstration of their solutions.

### **About Mobile Viewpoint:**

Mobile Viewpoint is a global player, focusing on the development and implementation of IP transmission solutions for both the broadcast and security industries. Its H.264 and now H.265 HEVC

codec implementations, combined with patented technology, allow for HD video to be transmitted over bonded IP connections. Mobile Viewpoint also has a range of artificial intelligence-driven production and storage solutions, supporting broadcasters and content owners in the end-to-end delivery of video content.

Customers include major broadcasters such as BBC News, Al-Arabiya, Sky Sports News, NBC Sports; sports clubs such as Ajax FC, Leicester City FC, and FC Porto, and government & emergency services sector organisations like New York Fire Department, Malaysian Highway Patrol, Dutch Federal and Military Police, Traffic Control the Netherlands (VID).

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