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## **GlobalMedia Unveils the iREZ Webcast AV8R™**

**Scottsdale, Arizona, USA December 1, 2004** -- GlobalMedia Group, LLC (GMG), a leading designer and developer of audio and video communication hardware, today introduced the new iREZ® Webcast AV8R – the portable broadcasting station.

Without adding the significant hardware investment costs of broadcasting, engineers collaborated with an anchor/producer from a national television network, designing a system which allows one person to host, produce, direct, and film their own webcasts. Now companies don't have to spend thousands of dollars on traveling expenses and hiring freelance videographers to film and produce.

Using iREZ and Sony EVI webcams, which are specifically made for Internet bandwidth, there is no waste of digital information and viewers receive clear, crisp audio and video feeds. All that is needed is broadband service at the site of an event in order to stream video live onto the Internet.

“It's exciting how much technology has changed. Customers that companies had difficult reaching three years ago are now easily accessible with webcasting” said Joel Barthelemy, GMG's President and CEO. “We have developed the AV8R so that one person can do the job of five instantly because of the advancements in software, hardware and the Internet”.

### **Features and Benefits**

- Mobile Broadcasting System
- Easy to Assemble and Disassemble
- Eliminate additional personnel travel expenses
- Produce cuts, fades and screen wipes from camera to camera
- EVI camera pans, zooms, and tilts to follow the action
- Operative by one person
- Create professional work with minimum staff
- Create digital broadcasts for web distribution

Headquartered in Scottsdale, Arizona, GlobalMedia Group, LLC ([www.globalmedia.com](http://www.globalmedia.com)) is a leading designer, innovator and developer of audio and video communication hardware. The company's products, which are sold globally primarily through Original Equipment Manufacturers (OEMs) and distributors, merge function and design with video communications for multiple channels, including but not

limited to business to business presentations, training, education, point to point and multipoint videoconferencing, Internet broadcasting, telemedicine, and security.