

HD Live Broadcast Studio Opens June 2012 in Scottsdale Bringing Breaking News from Arizona and Arizona's Public Companies to Global Networks

Where HD video is the medium of choice, BroadcastAZ boasts a fully-equipped broadcast center, capable of televising live High Definition or Standard Definition signals via a dedicated high speed video pipeline to an HD Hub in New York City. The signal is then available to more than 200 major networks including [ABC](#), [CBS](#), [NBC](#), [Fox](#), [CNN](#), [ESPN](#) and global networks as well.

"As Scottsdale continues its strong economic recovery, we are thrilled that BroadcastAZ has decided to join the growing list of companies that have chosen to make Scottsdale their home," said Mayor W.J. 'Jim' Lane. "BroadcastAZ fits well into Scottsdale's growing technology industry and we wish them nothing but continued success."

(June 5, 2012 - Scottsdale, AZ) – [BroadcastAZ](#), a [Broadcast USA](#) company, unveils one of the country's leading HD digital broadcast facilities in Scottsdale, AZ. This state-of-the-art **HDTV Production & Broadcast Center** opens June 15, 2012 to take advantage of the high concentration of breaking news from Arizona and nationally-ranked Arizona public companies.

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"There has been a rapidly emerging convergence of *broadcasting and telecommunication* which is the direct result of the ongoing development of digital technologies," said Bonnie Adams, director of operations for BroadcastAZ. "We have made improvements in our traditional HD studio by fostering and promoting the breakthroughs in media broadcast markets including breaking news, financial industries, public company communication with financial analysts, annual meetings and shareholder media advisories, along with satellite media tours."

BroadcastAZ chose [Scottsdale](#) for its first West regional location due to the favorable business climate that the city offers. Arizona is also a national source for breaking news, financial trends, green energy, medical technology, and global tourism.

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Adams talks about that BroadcastAZ will also contribute to job creation in Arizona by hiring 12-15 professionals (over the next twelve months) with experience in growing sectors such as sales, marketing, advertising, content, broadcasting and digital communication. There will also be opportunities for IT professionals to work with their innovative core technologies including robotics, software system controls, and wireless technologies.

"Our team will lead Arizona into the *Broadcasting World of the Future* by offering live broadcasts, live streaming, live recording and live upload to social media sites like YouTube.com," said Douglas Collins, director of sales.

"In addition, BroadcastAZ has purchased the revolutionary [Azzurro HD Camera System](#) to install in our newly constructed live broadcast Studio A. The studio itself has acoustic foam walls that also double as a 'blue screen' studio, flat screen monitors (HD), superior sound and studio lighting, and a green room with full make-up area," added Collins.

About the Azzurro HD Robotic Camera System

AzzurroCam is an all-in-one production system that can manage an unlimited number of cameras, as well as audio, lighting and switching, from a single compact control unit. The integrated package includes a Sony robotic HD/SD camera with remote control over focus, aperture, color, setup and pan/tilt/zoom, as well as remotely controllable audio mixing, IFB and four-outlet DMX lighting dimmer. The PC-based interface puts all necessary functions under operator control via presets, on-screen buttons or a joystick and control panel.

About BroadcastAZ

With an Arizona focus, our goal is to present our community with a futuristic vision for communications while taking a global leadership role in the application and development of new technologies. We are proactively meeting the challenges of the new converging trends – broadcasting and telecommunication - resulting from the rapid development of digital technologies – **BroadcastAZ** can expand the range and power of delivering HD broadcasts and strengthen our Arizona businesses, deliver the Arizona perspective in breaking news, and enhance the communications market.

Now, with our new convergent technologies, we have invested in both the newest equipment – **robotic camera systems** that have remote control capable of being driven by a director in a major New York City television network for example – and digital communications technologies including a **high speed digital pipeline** directly connecting Broadcast USA to over 200 major networks including CNN, ABC, NBC, CBS, FOX, ESPN and global networks as well. Our free standing, 2000+ square foot studio facility is located at 10755 East Cactus Road, Scottsdale, AZ. More information can be found at our website at <http://www.BroadcastAZ.com>

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