



NewTek

NewTek, Inc., Press Information Kit



About NewTek:

NewTek launched the desktop video revolution, and much of the CGI revolution for film and television can be traced in the company's history. Since founding NewTek in 1985, visionary Tim Jenison has led in the design of a series of ground-breaking products and continues to guide the company in pioneering innovative and affordable tools for computer-generated animation, video and film special effects.

Since its inception, NewTek has been a driving force in pushing the edge of video and 3D graphics technology while redefining price/performance and ease of use. NewTek is perhaps best known in the film and video industry as the company that created the desktop video market segment in 1990 with the introduction of its wildly successful product, the Amiga Video Toaster®. In 1993, NewTek and its founder, Tim Jenison, were presented with an Emmy award for Technical Achievement for this revolutionary product. In 2003, NewTek was again presented with an Emmy for LightWave 3D's seminal role in the revolution in CGI visual effects over the preceding decade. NewTek has built its success on the concept of providing powerful, intuitive products at prices that are very affordable. In late 2001, NewTek once again redefined video editing with the release of the powerful Video Toaster® [2], the next-generation Video Toaster® running on the Windows 2000 platform.

Low-cost tools provided by NewTek have broadened the base of those who create film, broadcast quality video and graphics. Along the way, NewTek has developed a fanatically loyal customer base that continues to look to it for new and innovative products at unmatched prices.

After more than a decade in Topeka, Kansas, the privately held company established new corporate headquarters in San Antonio, Texas in 1997, where it is easier to attract leading

programmers, sales people and technical support staff. NewTek's new offices on the edge of the Texas Hill Country provide an engaging and challenging work environment, just a few miles down the road from the best BBQ in Texas.



Founder:

Tim Jenison's aptitudes, interests and insights have shaped NewTek from the outset. Jenison's most lasting education fell more into the casual than the formal category. He began learning about technology and electrical equipment from his father, who ran an electrical engineering firm in the midst of an otherwise farm-centered community north of Ames, Iowa. At an early age he also learned to play the piano, and his keyboard talents propelled him to leave college to join a rock band - where, of course, he continually worked on ways to improve the sound equipment. Throughout his life, Jenison has had a fascination with movies, proclaiming himself a "frustrated film maker" at heart.

Jenison was one of the early enthusiasts for personal computers. By the late 1970s, he saw the computer as the integrating medium for his various passions: electronics, music, film, and video. He decided that forming a company was the best way to fuel his continued work to create sophisticated yet affordable video software tools that he and others could use and enjoy.



Business Focus:

Many companies talk about focusing on their customers, but NewTek has a reputation for actually following through on that promise. In fact, the company's customer base is so loyal that it has been described as being more like to a fan club.

NewTek has managed to create products that not only reflect the company's entrepreneurial spirit, but that also empower users to become entrepreneurs themselves. The Video Toaster®, for example, revolutionized the video editing business by making powerful tools affordable on desktop systems. Similarly, NewTek's LightWave 3D®

made 3D graphics and animation capabilities affordable for individual artists and for companies that would previously not have been able to afford such powerful professional tools.

Before it introduces any new product, NewTek conducts extensive tests with existing and potential customers. NewTek products can be found in nearly every top Hollywood production studio, TV station and major motion picture company, and NewTek receives ideas for new and improved products directly from these important and influential users.

NewTek's success has spawned a number of branch-off industries. Hundreds of companies develop and sell products that work with NewTek's products. A number of dealers, distributors and professional training facilities derive the majority of their business from NewTek and its products.



Milestones:

1986

NewTek introduced its first product, DigiView, in 1986. DigiView, built to run on the Amiga platform, was the first video digitizer for a computer. Soon afterward, NewTek followed with DigiPaint, which provided video painting capabilities within the computer system. The success of these two products provided NewTek and Jenison with the funding to pursue a deeper goal, development of the ultimate low-cost video production system.

1990

This goal reached fruition in October 1990, when NewTek shipped the Amiga Video Toaster®. The Video Toaster® evolved from a simple premise: provide all the tools necessary to create broadcast-quality television in a single, accessible device. Not surprisingly, the established broadcast video industry greeted the Video Toaster® with skepticism, at best. Despite these marketing challenges, the Video Toaster® caught on with an enormous range of people who shared a desire to "make TV". It literally replaced hundreds of thousands of dollars worth of equipment for \$5,000, and put sophisticated skills and tools into the hands of "average" people - from high school students to professional event videographers.

1993

NewTek was awarded an Emmy for the ground-breaking Video Toaster®. LightWave 3D® was taking Hollywood by storm, with the first Emmy® going to a LightWave® visual effects team for their work on the pilot of *Babylon 5*. LightWave® was also used for pre-visualisation work for *Jurassic Park*.

1994

NewTek introduced its next tradition-breaking product, the Amiga Video Toaster® Flyer™, in April 1994. The Flyer™ was configured as an add-on board for the Video Toaster® in an Amiga computer. It provided quality nonlinear editing capabilities, affordably. NewTek weathered the failing fortunes of the Amiga computer and its manufacturer, Commodore Business Machines, which went out of business. The company had chosen the Amiga platform because, unlike any other personal computer, the Amiga's video display most closely matched that of a television.

1995

In 1995, NewTek unveiled the standalone version of LightWave 3D®, a photorealistic 3D animation system. It was originally included with the Amiga Video Toaster®, and then later sold as a separate product. Now one of the company's flagship products, LightWave 3D® has undergone eight major revisions and is currently available for Windows and Mac platforms.

1997

In 1997, NewTek introduced Calibar™ and Aura Video Paint™. Calibar™ is the world's smallest test signal generator - one of Tim Jenison's weekend inventions. Aimed at broadcast engineers, TV production studios, video post houses and other video enthusiasts, Calibar™ is many times smaller and much cheaper than its closest competitor. In fact, a recent National Association of Broadcasters (NAB) convention named Calibar™ as its Pick of the Show for Science and Technology. Aura™ is a fast, sophisticated painting and animation program aimed at professional video and animation artists working in production broadcast or multimedia environments. Digital Domain used LightWave 3D® in over 160 of the more than 400 effects shots for the blockbuster James Cameron movie, *Titanic*. The film took an Oscar® for Best Special Visual Effects.

1998

LightWave® is used as one of the effects tools in Oscar® Nominee *Armageddon*, as well as twelve other major films.

1999

Along with the ever increasing capabilities of modern PC computers came an opportunity for NewTek to once again take digital video production to a new level. This happened in 1999 with the introduction of the new Video Toaster® - a complete uncompressed digital video production studio. The new Video Toaster® is designed to take advantage of the incredible improvements in the processing speed of today's PCs. Because of this unique approach, NewTek is able to exploit all of the available computer power to deliver amazing video production results at an unprecedented price. Development continues on this radically innovative product.

2000

In May, NewTek shipped LightWave® [6] for the PowerMac. This release marked the most significant upgrade to LightWave® in the history of the product. For this release, the LightWave® architecture was completely redesigned with the animation process and the artist in mind. In addition, LightWave® was the only 3D software system to run on

Macintosh, Windows NT, Alpha and Silicon Graphics systems.

LightWave® was one of the effects tools used in the Oscar® winner for Best Visual Effects, *Gladiator*, as well as 17 other films, including *X-Men*, *Mission to Mars*, *Red Planet*, *Supernova* and *Charlie's Angels*.

2001

After garnering the Post Award for Best Animation Software, NewTek released LightWave® [6.5], not only enhancing the speed and stability of the software, but also including over 500 new features. In August, NewTek shipped yet another upgrade, LightWave® [7], the first professional 3D application for Mac OS X. LightWave® [7] runs under Windows 98, Me, 2000, NT 4, Mac OS 9 and Mac OS X.

Also in the late fourth quarter, NewTek shipped Video Toaster® [2], the next-generation Video Toaster®, running under Windows 2000. Video Toaster® [2] includes all the equipment needed to create and distribute television in a live, real-time environment that's just fun to use. So many professional video tools are integrated into this powerhouse -- and the industry was once again stunned by the price - way under \$5,000!

LightWave® was used as one of the effects and visualization tools in Oscar® Best Visual Effects nominee *A.I.: Artificial Intelligence*, as well as 24 other major films. LightWave also was used to model, texture, stage, animate non-character objects, light and render the final images for the Oscar nominee for best animated film, *Jimmy Neutron: Boy Genius*, the first all CG film produced with off-the-shelf software. Both VFX Emmy®s went to effects teams that relied on LightWave® this year.

2002

By early April, NewTek had already enhanced Video Toaster® [2] software, with a major update that enabled users world-wide to take advantage of the power of Video Toaster® by providing them with the ability to work in the PAL video format, the primary standard throughout Europe, China, Malaysia, and many other parts of the world.

LightWave® [7.5] was released later that month, along with Aura Video Paint™ [2.5], NewTek's award-winning 2D editing and compositing software. LightWave® users took home all five nominations and the win in the Emmy® Special Visual Effects for a Series category, and Best Visual Effects Oscar® nominees *Spiderman* and *Star Wars: Attack of the Clones* made use of LightWave® as well.

2003

NewTek kicked off the year with the January release of the RS-8™ Hardware Switcher Controller, an 8-input hardware control surface that works in tandem with NewTek's SX-8™ Switcher Expansion Unit for VT[2]. RS-8™ is a USB 1.1- and 2.0-compatible hardware option for Technical Directors who prefer to switch by touch, providing the ability to focus on the production rather than the computer interface. VT[3]™ was previewed at NAB and subsequently shipped in the third quarter, providing users with further advancements to real-time uncompressed editing as well as new support for DV,

enhanced integration with other popular production packages, and much more.

NewTek announced LightWave 3D® [8] in the second quarter and previewed the forthcoming new version at SIGGRAPH, along with the news that NewTek had just been awarded the 2003 Emmy® Engineering Award for LightWave 3D®'s role in revolutionizing television special visual effects for the previous decade. The award winning news continued with LightWave® users sweeping both of the Emmy® visual effects categories, drawing the 8th and 9th Emmy® awards for projects that relied on LightWave® since 1993. Once again, all nominees in the series category relied on LightWave 3D®. In film, all three Oscar® nominees for visual effects used LightWave® as part of the pre-visualization and effects arsenal.

2004

NewTek's VT[3] was awarded Best of Show for streaming hardware by the Digital Video Professionals Association during NAB 2004. Throughout NAB, NewTek's live stage presentation was switched using 4 cameras, titles added and streamed to the Internet with a VT[3] Live™. Later in the year VT[3]™ was awarded "Best Product 2004" by the Alliance for Community Media during the recent ACM International Conference in Tampa, FL.

NewTek released LightWave® [8] in the second quarter, bringing 3D users powerful new dynamics, character animation, and modeling tools along with an improved workflow. NewTek then released VT[4]™ in the third quarter, the most comprehensive upgrade that the company has ever released for its Windows®-based system, adding in groundbreaking features such as PowerPoint support allowing users to integrate PowerPoint presentations into live productions, one button streaming with VT-Stream™, compositor quality scaling and VT-Edit™, the fastest editor on the market.

LightWave® users took home their 10th and 11th Emmy awards this year, one for Special Visual Effects for a series, and the other in the News and Documentary awards, in the category of Outstanding Individual Achievement in a Craft: Graphic and Artistic Design. For the third year in a row all nominees in the series category rely on LightWave for 3D visual effects. More than 20 major films, including several likely contenders for the VFX Oscar®, used LightWave® in production this year, as well as many independent and short film projects.

**Management:**

Tim Jenison, founder and chief technology officer of NewTek, is considered the visionary force behind the desktop video revolution. Jenison founded NewTek in 1985, and led in the development of a series of highly successful products including DigiView, the first video digitizer for a computer; DigiPaint; the Amiga Video Toaster®, which provided broadcast-quality video editing and special effects in one complete solution for under \$5,000; the Amiga Video Toaster® Flyer, which provided quality nonlinear video editing capabilities, affordably; LightWave 3D®; Calibar; and more recently Inspire 3D, Aura, and the new Video Toaster®. Before founding NewTek, Jenison attended Iowa State University, then pursued a career in the music industry. He began tinkering with and inventing things when he was just a child - an aptitude he put to good use at NewTek.



Jim Plant, president and CEO of NewTek, has been associated with NewTek in various capacities for almost 10 years. Most recently, Plant served as Executive Vice President of Business & Strategic Development. Previously, he served as vice president of marketing communications at Geocast Network system. Prior to that, he was director of marketing and director of corporate communications at ReplayTV, Inc., a pioneering digital video

recorder company. Plant is best known in the NewTek community as the founding editor-in-chief of Avid, the Amiga-Video Journal and of Video Toaster® User Magazine. As chief executive officer of AMG Media, he also oversaw the launch and development of Alpha Visual FX magazine, LightWave® Pro and the Video Toaster® User Expo. Plant began his career as the director of corporate and educational sales at HT Electronics, focusing on the sales of desktop video production and visual effects hardware and software.



Donetta M. Colboch, vice president of 3D marketing, joined NewTek in November 1990, shortly after the company shipped the first Amiga Video Toaster®. During her tenure at NewTek, Colboch has progressed from marketing assistant to executive vice president. Colboch was instrumental in helping define and bring to market cutting edge video and 3D products, and in helping direct NewTek's sales and marketing efforts in their infant years. Colboch arrived at NewTek with nine years of experience in video production, media sales, public relations and advertising. Previously, she worked as account executive and video production specialist at the local Topeka CBS affiliate, and before that she owned and operated an advertising agency specializing in video and electronic production. Colboch graduated with a Bachelor's degree in Mass Communications from Kansas State University.



Stephen J. Doubleday, CFO / executive vice president finance and administration, joined NewTek in 1994. During his years at NewTek he has directed financial planning,

forecasting and credit line negotiations. He came to NewTek with 20 years experience in accounting and finance. Previously, he was the executive vice president/chief operating officer for Plastic Sales & Manufacturing Co. in Kansas City, Missouri. From the time he joined Plastic Sales in 1977, Doubleday rose through the ranks from controller to vice president of finance to vice president of operations and finally to the position of executive vice president. Doubleday started his career with Arthur Andersen & Co. as an auditor. He received a Bachelor's degree in Business Administration from Rockhurst College in Kansas City, Missouri.



Pat Grogan, vice president of operations, oversees the day-to-day operations of the company including; human resources, shipping and receiving, purchasing, facility management and customer support services. Grogan has been a key member of the NewTek organization since the company's relocation to San Antonio in 1997. Grogan joined NewTek as director of education and training, and since that time has served in a number of roles at NewTek including sales management and director of operations. Prior to joining NewTek Grogan spent 18 years at Washburn University in Topeka, KS as Producer/Director, Media Center Director and Faculty member. Grogan was active in video production and produced and hosted many different TV programs for Washburn Cable television. In conjunction with NewTek, Grogan established the first NewTek Authorized Video Toaster® Training Center on the campus at Washburn University. Pat hold's a Bachelor's degree in Radio & Television Production from Washburn University, and a Master's degree in Educational Technology from Kansas State University.



Dr. Andrew Cross, vice president of Video Software Engineering joined NewTek in 1998 as a senior software engineer. Since that time, Cross was promoted to lead engineer on the Video Toaster® [2] project. Prior to joining NewTek, he was a freelance programmer of graphics software including GenesisVfX, a special effects program for use with NewTek's LightWave 3D® animation system. Cross has a Bachelor of Science degree from The Victoria University of Manchester and a Doctorate of Philosophy from The University of York.



Michael Kornet, vice president of business development, joined NewTek in 2002. Since that time he has been the driving force in forging partnerships for NewTek with other technology leaders, including Microsoft, AMD, Apple, Intel and others. He also created and oversees the OEM products division, and develops strategic vertical markets for NewTek's products. Previously, Michael was ReplayTV's employee number 15 and Vice President of Business Development for Media, where he helped secure Series B financing and forged ReplayTV's strategic agreements and relationships with networks including E!, Turner, Showtime, studios such as Universal Pictures and brands like Toyota and Lexus. Prior to ReplayTV, he was publishing director for the digital video properties of the Entertainment Technology Group at Miller Freeman Inc. and held positions as president of AMG Media and advertising director at Cahners. He is a graduate of the University of California at Los Angeles. He holds elections to Who's Who in California and Who's Who in Advertising. Michael has been a speaker and panelist on interactive television and advertising for multiple organizations including Paul Kagan & Associates,

Forrester, Carmel Group and the American Advertising Federation. He has been quoted in numerous publications including the SJ Mercury News, Hollywood Reporter and Variety.



Fact sheet:

Date Founded: 1985

Ownership: Privately held.

Mission Statement: NewTek is the driving force pushing the edge of video and graphics technology while redefining price performance and ease of use. The NewTek team is insanely committed to providing the highest quality tools and services to support our extended family of end users in their creative drive for success.

Market Innovations:

- * Initiated the desktop video revolution
- * First affordable professional 3D solution for film and television
- * First cross-platform 3D solution
- * Price/performance leader

Markets: Film production, live production, broadcast and network video production

- * Special effects
- * Game and entertainment authoring
- * Corporate industrial/educational/government video
- * Event videography
- * Graphics professional
- * Multimedia/Web developers

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