VITEC GROUP ANNOUNCES REBRAND TO VIDENDUM PLC and VITEC IMAGING SOLUTIONS CHANGES TO VIDENDUM MEDIA SOLUTIONS

Thursday 26 May, 2022

Cassola, May 24th 2022. – The Vitec Group plc, a leading global provider of premium branded hardware, products and software solutions to the growing content creation market, **has announced an exciting rebrand and with immediate effect will be known as Videndum plc.**

More than just a name change, **Videndum**
encapsulates the Group's growing ambitions and signals a new stage in its evolution.

Building on the structural change and growth in our end markets, and our leading market positions, we are using this opportunity to refresh and reframe our brand. "Videndum" is a Latin noun – which means "***That which must be seen***" or "***A must see***" – and better reflects our purpose and opportunity in the multiple market segments of the growing content creation industry in which we operate.

The Group retains its three-Division structure with each Division also rebranding to the Videndum name:

Vitec Imaging Solutions - **Videndum Media Solutions**

Vitec Production Solutions - Videndum Production Solutions

Vitec Creative Solutions - Videndum Creative Solutions

The rebranding of Videndum Media Solutions marks a new beginning and reflects recent growth within the Division. Earlier this year, Videndum Media Solutions significantly expanded its capabilities in the audio market, when it acquired the premium microphone brand Audix. The acquisition extended the Division's customer reach in the content creation market, placing the premium Audix brand alongside fellow market leaders – and Videndum Media Solutions brands – JOBY and Rycote. Audix develops products for studio and live applications; JOBY services the fast-growing segment of influencers and vloggers; and Rycote is dedicated to broadcast/production professionals. Audix brings strong R&D capabilities and innovation to the Division's entire microphone range.

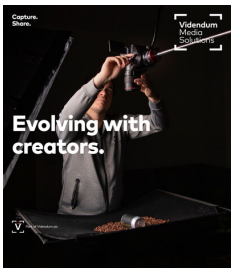
The Division is seeing an unprecedented amount of content being produced and shared across digital platforms:

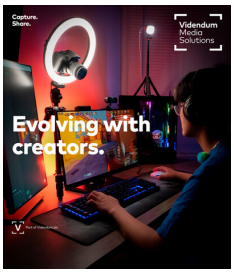
1. **Increased global Internet use** continues to drive demand for high-quality visual content on e-commerce and brand websites. Manfrotto photographic equipment and lighting, and Savage backgrounds offer the perfect solutions for studio, commercial and still product images.
2. On Social Media platforms, over **40 million** people consider themselves to be **Creators**, looking to monetise the delivery of short video content and grow their following. JOBY is the go-to brand for a generation of growth-seeking creators and has expanded its ecosystem to include audio, and digital platforms and products.
3. Video on demand and **subscription TV** channels, such as Netflix and Disney+ have committed to increased expenditure on original content creation, which has led to a higher demand for professional audio and lighting equipment, in particular from Manfrotto and Avenger.
4. Strong growth in the **live video streaming** market, especially with gaming content and corporate applications, is driving demand for JOBY and Manfrotto which offer complete set-ups for home or office studios.

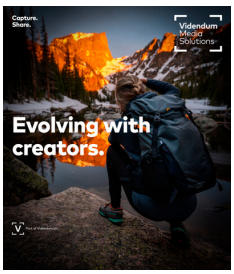
Videndum Media Solutions will continue to innovate and commercialise new audio capture products, vlogging accessories and professional equipment for retail e-commerce and mechatronic products, whilst simultaneously expanding its own e-commerce channel. As a value-driven organisation, **social responsibility** remains a guiding principle for the Division. We are strengthening our commitment to **environmental sustainability** which will play a key role in future product development, especially with our Lowepro and Gitzo brands which will further evolve their green strategies.

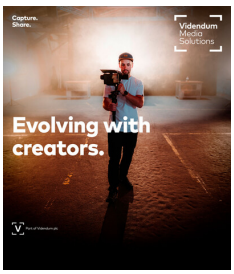
In a statement, **Videndum Media Solutions CEO Marco Pezzana** summed up the Division's ambitions: "*We are passionate about helping content creators elevate the quality of their portfolios, helping them to*

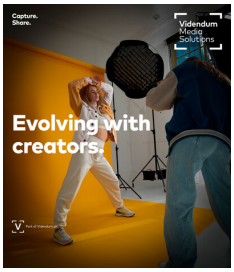
Media:











Related Sectors:

Business & Finance :: Consumer Technology ::

Related Keywords:

Vitec :: Manfrotto :: Lowepro :: JOBY :: Gitzo :: Photography :: Videography :: Audio :: Vlogging :: Content Creation :: Rebrand ::

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stand out in an industry where more audio-visual content is being produced and shared than ever before. As a Company we have evolved from a photography business to a provider of hardware and software solutions, driving a digital transformation to an expanded and diverse creative community that thrives by monetizing high-quality visual content across multiple digital media platforms: 75% of our revenue is now exposed to double-digit growth markets.".

About Videndum plc

Videndum (formerly known as The Vitec Group plc) is a leading global provider of premium branded hardware products and software solutions to the growing content creation market.

Videndum's customers include broadcasters; film studios; production and rental companies; photographers; independent content creators; vloggers; influencers; gamers; professional sound crews and enterprises. Our product portfolio includes camera supports; video transmission systems and monitors; live streaming solutions; smartphone accessories; robotic camera systems; prompters; LED lighting; mobile power; bags; backgrounds and motion control; audio capture and noise reduction equipment.

We employ around 2,000 people across the world in 11 different countries and are organised into three Divisions: Media Solutions; Production Solutions and Creative Solutions.

Videndum plc is listed on the London Stock Exchange; ticker symbol: VID.

More information can be found at www.videndum.com

LEI number: 2138007H5DQ4X8YOCF14

About Videndum Media Solutions

Videndum Media Solutions is a Division of Videndum plc, an international group of companies serving customers in the growing content creation market. Videndum Media Solutions designs, manufactures and distributes premium branded photographic and video equipment such as tripods; bags; filters; backgrounds; motion control; lights and microphones for professional and hobbyist photographers and video-makers; and content creators. Positioning Videndum Media Solutions as the leading global provider of accessories within the fast-growing digital multi-media content market, the portfolio includes the following premium brands: Audix; Avenger; Colorama; Gitzo; JOBY; Lowepro; Manfrotto; Rycote; Savage and Syrp Lab. All products are distributed in 11 markets across the world through Videndum Media Distribution, as well as many other markets through a network of qualified retail partners.

About Videndum Production Solutions

Headquartered in Bury St Edmunds, UK, Videndum Production Solutions, a Division of Videndum plc, designs and manufactures premium products for broadcasters, film and video production companies, independent content creators and enterprise businesses.

Comprising the brands Anton/Bauer, Autocue, Autoscript, Litepanels, OConnor, Quasar Science, Sachtler and Vinten, products include fluid heads, tripods, lights batteries, prompters and speciality camera systems. It also supplies premium services including equipment rental and technical solutions.

Videndum Production Solutions has manufacturing and R&D centres in the US, UK, Costa Rica and continental Europe, and its products are available via global partners and brand websites.

About Videndum Creative Solutions

Headquartered in Southern California, Videndum's Creative Solutions Division designs and manufactures premium products for broadcasters, film and video production companies, independent content creators and enterprises.

Comprising the brands Teradek, SmallHD, Wooden Camera and Amimon, Creative Solutions products are used around the world for sports, news, live events, film and television production and online streaming.

Creative Solutions has manufacturing and R&D centers in the US, UK, Israel and continental Europe.

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