



FOR IMMEDIATE RELEASE

Heartland Video Systems Acquires Videstra, LLC

PLYMOUTH, Wis. — January 14, 2025 — Heartland Video Systems, Inc. (HVS), a premier video systems integration and consulting firm, announces that it has acquired Videstra, a company offering integrated solutions that brings **Micro-Local** cameras {weather, tower, rooftop, and DOT*} into a broadcast station's production environment.

Videstra, established in 2016, developed a product suite that provides TV broadcasters with a powerful and elegant solution to integrate and manage remote IP cameras into a production workflow, from source to screen with ease and simplicity. Videstra offers a complete hardware and software solution including **V-Streamer™**, **V-Manager™**, and associated **VestraView™** client software. The solution provides 4 or 8 simultaneous channels of genlocked HD-SDI output feeds for news, weather, and web integration.

The Videstra system works with a broad range of IP cameras from numerous manufacturers and fully integrates camera control for a variety of IP streaming camera models. Videstra is scalable; it can accept one or over 100 cameras with the same in-house infrastructure. The client software is simple yet powerful with either list or tile views of the source IP video feeds and a familiar router output control. Videstra also provides the ability to be driven by popular broadcast automation software like Ross Overdrive™ and Grass Valley Ignite™.

Putting IP cameras "on-air" is only a portion of what this solution offers, Videstra easily enables elegant time lapse, web publishing, sharing, and super-simple DOT* camera access. And one of the best features of the Videstra system is the ability to independently brand or sponsor the camera feeds, providing additional revenue opportunities that can quickly cover the system's initial investment.

"HVS has consistently been a forward-thinking company, committed to delivering cutting-edge technology solutions that empower our customers to thrive." stated Dan Whealy, Director of Business Development & Technology, HVS "The acquisition of Videstra aligns perfectly with this philosophy and vision. Videstra represents a premier product in the IP camera space, meticulously developed on enhancing the end viewer experience and unlocking new revenue opportunities. Leveraging HVS's seasoned, industry-leading team, we are confident in our ability to enhance, expand, and evolve the Videstra product offering, ultimately delivering greater value to both current and future Videstra customers across diverse business segments."

"I'm thrilled for Videstra's future with Heartland Video Systems, a company driven by passion and expertise in broadcasting." stated Dan Desjardins, Former Founder/Director, Videstra "Heartland is a company poised to grow the product and customer base with energy and purpose."

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* DOT traffic cameras need to be publicly accessible

About Heartland Video Systems

Heartland Video Systems (HVS) has been supplying the U.S. with quality communication equipment, professional installation services, and ongoing technical support for 20+ years. HVS is a proud member of the Society of Broadcast Engineers (SBE), honored recipient of a 2010 Engineering Excellence Award, and a voting member of ATSC.

HVS has partnered with a multitude of major communication equipment manufacturers to provide technologies for all links in the broadcast chain. HVS offers a wide selection of manufacturers, enabling customers to easily choose the products they need while enjoying excellent customer service. HVS caters to many multimedia production platforms, including television stations, broadcasting stations, colleges and universities and postproduction facilities. We look forward to the opportunity to assist you in the audio and video equipment supply field.

About Videstra LLC

Videstra was founded in 2016 to provide the next generation workflow solution for television stations to control, broadcast, and digitally publish content from their networks of live local cameras. Today, the Videstra solution similarly manages third party streaming content and generic internet streams. Now broadcasters and their teams only need one, unified workflow for all these sources. In addition, Videstra offers cloud sharing tools so partner stations can share content with each other without requiring any real-time user involvement eliminating disruption to their workflow. For complete information, visit www.videstra.com.

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