



Ross Video Announced as Latest Partner for Kanata North Tech Hub

Ross Video is named as Associate Corporate Sponsor of Hub350

Ottawa, Canada, October 25 2021 – Ross Video is very pleased to be announced as the latest partner in Hub350, a new state-of-the-art global technology centre in Canada's largest tech park, opening at the end of October 2021.

The Hub350 facility is being run by the Kanata North Business Association (KNBA) and will act as a focal point for more than 540 Canadian and international high-tech businesses. A world-leading manufacturer of innovative technology solutions for the broadcast and live production industries, Ontario's Ross Video is supplying a full system to power Hub350's media suite, giving companies access to the latest generation of video production tools and helping them to tell their stories.

"As a proud member of the Kanata North business community, Ross is delighted to be a partner of the new Hub350 facility," comments Ross CFO George Angus. "The innovative technologies and solutions developed by Ross are used by broadcasters and live production professionals around the world. In working with KNBA, we look forward to helping other companies in the region grow, excel, and share their innovations by using ours."

Hub350 will open a state-of-the-art Digital Lab, with the support of local technology company Ross Video to promote innovation and broadcast news, events and history from Canada's largest technology park. KNBA are establishing a live broadcast newsroom and Digital Lab to deliver integrated and experiential learning opportunities in KN technology park.

Member companies will have access to state-of-the-art digital lab and studio to deliver virtual customer events, user conferences and industry leadership keynotes.

Finally, the lab will also serve as a space for local, national and international media organizations to soft land and produce first to market technology news stories and interviews with executives from the heart of Canada's largest technology park.

The Hub350 facility will bring together a range of partners including private companies, regional government bodies and educational institutions such as Carleton University, University of Ottawa, Queen's University and Algonquin College.

"We at KNBA are thrilled to partner with Ross Video on Hub350's Digital Media Lab," said Jamie Petten, Executive Director at KNBA. "Through Ross Video's expertise in design and innovation, we're confident that this partnership will support the community in creating creative content and sharing their innovations, taking their businesses to the next level." Jamie Petten, Executive Director, Kanata North Business Association



Ross Video CEO David Ross is very pleased to be strengthening ties with local businesses and the Kanata North community. "Ross has a long history of design, innovation and manufacturing here in Ontario. We help our customers around the world create engaging and compelling video content, and I'm now happy to make the best of Ross available to local companies via the Hub350 facility. I look forward to seeing what creative content they'll come up with!"

About Ross Video – High Impact, High Efficiency Production Solutions

Ross powers live video productions for billions of global viewers daily with the industry's widest range of high impact, high efficiency solutions and services. Ross makes it easy to create compelling news, weather and sports broadcasts, engaging content for sports stadium screens, entertainment shows and rock concerts, educational institutions, legislative assemblies, corporate presentations, and inspiring content for houses of worship.

Ross solutions have impressed the audiences and marketing partners of Eurosport, BBC World, SKY, Yahoo! Finance, and the international esports powerhouse ESL. Ross provides an unrivaled range of products and services that includes cameras, real-time motion graphics, production switchers, robotic camera systems, augmented reality/virtual studios, video servers, infrastructure and routers, social media management, newsroom systems and live event production services.

About KNBA

The Kanata North Business Association (KNBA) is committed to representing and advocating for the best interests of the over 540 member businesses located in Canada's Largest Technology Park. As a critical engine behind Ottawa's economic development and a globally recognized technology and innovation hub, the Kanata North Tech Park is home to a robust and vibrant tech ecosystem. The KNBA fosters success for its member companies by having a strong voice at all levels of government and supports an integrated multi-partner promotions strategy to build awareness about Kanata North as a centre for innovation and a destination for businesses that supports growth, collaboration and talent for member businesses. For more information, visit www.kanatanorthba.com

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