



## PRESS RELEASE

### PTZOptics Acquires Tally-Lights

*Robotic camera manufacturer expands video production and livestreaming product portfolio with versatile tally light brand*

**Downingtown, PA – November 15, 2021** - [PTZOptics](#), leading manufacturer of affordable broadcast-quality robotic cameras, announces the purchase of Tally-Lights, LLC. Tally lights are an essential component of professional multi-camera video production. Through this acquisition, PTZOptics empowers their customers to create better production environments and professional-quality content. The brand name going forward will be TallyLights™.

“On-screen talent’s awareness of which camera is live isn’t magic: It’s tally lights,” says Stephen Heywood, broadcast engineer for PTZOptics. “These days though, many multi-camera broadcast and streaming environments use cameras without built-in tally lights, or whose tally lights are too dim for talent to see. The TallyLights system gives operators fine control over the brightness of six talent-facing LED lights that can be added to any camera or monitor position. Even if cameras are mounted on the far wall or ceiling, talent always knows exactly where to look.”

TallyLights offers a flexible, affordable tally light system that can be incorporated into nearly any studio configuration. TallyLights has advanced integrations with a wide range of existing PTZOptics partners, including NewTek, OBS, vMix, Wirecast, Blackmagic, Roland, JVC, and NDI®. They offer free-standing, rack-mountable, and wireless controller options, as well as adapters for multiple TriCaster units. TallyLights controllers can connect to up to eight camera tally lights simultaneously and can be configured to work with the majority of commercially available switchers and Camera Control Units (CCUs).

“As a brand, TallyLights is completely aligned with our goal of helping our customers make the best possible use of their existing video ecosystems,” says Paul Richards, marketing director for PTZOptics. “Broadcast studios, houses of worship, event producers and more can instantly improve production by adding TallyLights into just about any system.”

As a PTZOptics company, TallyLights will have access to expanded product engineering, marketing, and technical support. TallyLights will also have access to expanded distribution through PTZOptics’s global partner channel. PTZOptics plans to continue manufacturing TallyLights products in the United States from their headquarters in Downingtown, Pennsylvania. Their centralized approach to engineering, manufacturing, and product support will enable global growth and innovation for the TallyLights brand.

PTZOptics will begin selling TallyLights products in January 2022. Interested dealers and distributors are encouraged to reach out to [partners@tallylights.com](mailto:partners@tallylights.com). Learn more about the TallyLights product line at [tallylights.com](http://tallylights.com).



### **About PTZOptics**

PTZOptics is a manufacturer of robotic pan, tilt, zoom camera solutions for a variety of broadcast applications, including both video production and live streaming. Established in 2014, PTZOptics disrupted the professional audiovisual industry when a group of engineers from a highly respected systems integration firm created the first in a portfolio of cameras that was a part of their vision to create an innovative solution for the complex needs of broadcast landscapes. Headquartered in Downingtown, Pa., the start-up quickly eclipsed some of the biggest brands in the growing PTZ camera category. With global distribution in more than 50 countries, PTZOptics has produced industry leading resources, including the StreamGeeks livestream series. PTZOptics's Paul Richards has written several explorative books on industry hot topics, such as *Helping Your Church Live Stream* and *Esports Edu: Exploring the Intersection of Esports and Education*. His team also produces the quarterly Worship Summit Live, which brings together thousands of church leaders and volunteers across the world. PTZOptics is the sister-company to HuddleCamHD, manufacturers of professional video conferencing cameras. Learn more at [www.PTZOptics.com](http://www.PTZOptics.com).

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