



UNIFIED VIDEO TECHNOLOGIES  
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## Unified Video Technologies Appoints Senior Marketing Director

### Veronica Goldstein Leads Charge on Global Customer-Facing Strategy

**Miami, Florida – July 23, 2013 – Unified Video Technologies (UNIV)** has quickly built a global sales and business development staff since its late 2012 inception that has brought together skilled and experienced veterans from the broadcast, cable, telecom and streaming media spaces. The company's appointment of Veronica Goldstein as Senior Marketing Director now sets the stage for the company to define its strategic direction moving forward, and position itself for profitable growth and long-term viability.

Veronica will build on the company's early focus on developing, integrating and operating high-performance media and broadcast ecosystems by implementing strategic company initiatives, including new product launches that address software-centric workflows. This includes the company's first notable product launch, uVOD, which enables service providers (cable system operators, telco companies) to deliver branded video-on-demand and linear TV services to multiple consumer screens via over-the-top (OTT) architectures.

Veronica sees the UNIV team's experience in software integration across broadcast and media systems as a unique differentiator from traditional, hardware-focused systems integrators. She adds that early product launches like uVOD will further help position the company as thought leaders capable of delivering comprehensive, multi-faceted services to its customers.

"I am proud of the progress that UNIV has made over the past several months, and I see a lot of pride and ability to deliver quality products and services to our customers," said Goldstein. "It is on this foundation that I will continue to build UNIV's reputation and therefore the company's future."

Veronica comes to UNIV following a several-year stint as marketing manager, Americas for KIT digital. She brings her experiences in advertising, graphic design and sales team support to her role at UNIV, with an emphasis on building relationships and empowering profitable company growth.

"Profitability will allow us to pursue some of the many exciting growth opportunities in our core markets," she said. "To achieve this, we will focus on developing numerous immediate opportunities with new and existing customers, while continuing to provide the products, support and services to which our clients are accustomed."

Unified Video Technologies (UNIV) provides complete high-performance workflows that seamlessly perform all media processing, delivery and management tasks, from ingest to distribution and rights management. Through close consultation and collaboration with its customers, UNIV empowers enterprises and broadcasters to leverage media to advance their business goals, and applies creativity and know-how to design ideal solutions. The visionary UNIV approach is based on integrating software in the video ecosystem to optimize video quality and performance while



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minimizing operating costs. UNIV provides a range of software-as-a-service, platform-as-a-service and on-premise software solutions that enable customers to fully exploit the capabilities of their media and broadcast technology. **Visit the company's website at [www.univtec.com](http://www.univtec.com)**

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