***PRESS RELEASE***

**NativeWaves Joins The IABM**

*The move allows the Austrian-based solutions provider to play a wider role in helping to develop technology for the broadcast and media industries.*

**Salzburg, Austria. April 13th 2021**: Austrian solutions provider NativeWaves has joined the IABM (International Association of Broadcasting Manufacturers).

Widely regarded as the international trade association for broadcast and media technologies companies, IABM offers important networking opportunities that allow member companies to shape and define advances within the industry.

As an emerging broadcast company, NativeWaves aims to play a key part in the development and adoption of technology that deliversa synchronized and personalized viewing experiences across multiple screens. The company, which has over €2,7 million in capitalization, is rapidly expanding its global customer engagements and forging new partnerships with other technology companies such as Amazon Web Services (AWS) and sports data company Stats Perform.

Commenting on the company’s decision to join IABM as a start-up member, NativeWaves CEO Christof Haslauer says: “At NativeWaves, we use ultra-low latency streaming technology to deliver compelling and immersive viewer experiences from live events. Membership of IABM will provide us with the ideal platform to showcase our offering and work with leaders in the industry to bring these experiences to the market. We look forward to collaborating with other IABM members to deliver amazing viewer experiences.”

Lisa Collins, Head of Membership Engagement at the IABM, adds: “We are delighted to welcome NativeWaves to our membership and look forward to introducing them to our wide range of networking opportunities.”

The high precision synchronization solution offered by NativeWaves allows audiences to choose what they want to see by providing instant access to alternate camera angles, audio and data feeds, without any lagging sequences or interruptions.

“Fans today want to craft and control their own viewing experience,” Haslaurer adds. “By working with likeminded broadcast and media technology partners we aim to put as much personalization power as possible at their fingertips.”

**-end-**

**About NativeWaves GmbH**

Established in Salzburg, Austria in 2016, NativeWaves delivers an engaging and immersive media experience to audiences around the world. Using cutting edge technology, NativeWaves has brought easy to use, advanced streaming solutions to the broadcast, e-sport and live entertainment industries. With easy access to reliable and perfectly synced multistream, video, audio and data encodings, broadcasters and event organisers can now offer audiences a best-in-class, personalised entertainment experience that will significantly enhance consumer enjoyment of live sports and events.

<https://www.nativewaves.com/>

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