**FOR IMMEDIATE RELEASE**

**AJA to Debut New BRIDGE LIVE 3G-8 at NAB 2025**

*Next-generation IP video workflow bridge delivers up to eight channels of bi-directional 3G-SDI with superior encoding/decoding/transcoding capabilities*

**Grass Valley, CA (March 31, 2025) –** [AJA Video Systems](https://www.aja.com/) today unveiled [BRIDGE LIVE 3G-8](https://www.aja.com/products/bridge-live), a new addition to its production-proven family of [streaming](https://www.aja.com/solutions/streaming) and [IP video solutions](https://www.aja.com/nav/products-ip-video). Featuring eightbi-directional 3G-SDI connectors in a 1RU form factor, BRIDGE LIVE 3G-8 doubles the 3G-SDI I/O capabilities of AJA’s [BRIDGE LIVE](https://www.aja.com/products/bridge-live). With an expanded channel count to provide video professionals with enhanced flexibility, the new solution decreases per channel costs for customers, while providing reliable encoding, decoding, and transcoding for critical live video environments. AJA will showcase the turnkey system for REMI, synchronous multi-channel video contribution, remote collaboration, direct-to-audience streaming, and multi-bitrate/multi-format delivery at the [National Association of Broadcasters (NAB) Show](https://www.nabshow.com/) from April 6-9, 2025, at the AJA Booth, SL3310.

Extensive support for industry-standard codecs and formats like H.264, H.265, NDI, SRT, and HLS ensures the device can support nearly any encoding/decoding/transcoding need that arises. BRIDGE LIVE 3G-8 answers a broad range of live event production, remote workflow, multi-camera podcast, web-based programming, security and surveillance, and over-the-top (OTT) content delivery needs. Educational organizations and corporations with live stream workflows can also benefit from the device, while its synchronous multi-channel/multi-system transport streaming enables more efficient live sports and news broadcasts.

“BRIDGE LIVE has proven essential for IP video transport and delivery, and BRIDGE LIVE 3G-8 takes our commitment to innovation a step further, addressing customer feedback for even greater channel density,” shared AJA President Nick Rashby. “It delivers double the HD 3G-SDI channel support, built-in encode/decode and transcoding capabilities and strong metadata pull through so that teams can be even more agile in the field. BRIDGE LIVE 3G-8 is a must-have tool for multi-channel backhaul of SDI signals and for extending the reach of NDI, H.265, H.264, and other IP workflows.”

**AJA BRIDGE LIVE 3G-8 feature highlights include:**

* **Pure IP transcode capability** expands the usage of BRIDGE LIVE 3G-8 beyond SDI workflows. It enables conversion between any IP codec, such as NDI to/from H.264 with SRT or HLS encapsulation.
* **8 bi-directional SDI** **ports** with multi-frame rate capability enable usage of 25/50 and 59.94/60 frame rates at the same time.
* **Bi-directional NDI-SDI conversion** enables users to receive NDI (Full and HX) and decode to SDI or input SDI and encode to full NDI. They can also integrate remote NDI and non-NDI equipment/facilities via RTP/UDP/SRT and tap directly into the NDI network for a conduit to content delivery networks (CDNs) or other delivery mechanisms.
* **Synchronous multi-channel/multi-system transport** supports the backhaul of multiple SDI sources, which egress at the exact same time from the remote location, and with a receiving BRIDGE LIVE 3G-8, ensures the SDI outputs are aligned and genlocked. This unique timing feature also enables production switching, multi-cam recording or other workflows where live sources are required to be timed together.
* **HLS input and output** provide more ways to deliver content that can be provided to a CDN and consumed by multiple devices and software, including for remote screening to iOS, iPadOS and/or tvOS.
* **A video preview feature** provides a visual check so that operators can ensure they have the correct SDI input/content for encoding. It promotes basic confidence while providing customers who cannot “go live” to check their content with added peace of mind.

**Pricing and Availability**

AJA BRIDGE LIVE 3G-8 is coming soon through AJA’s worldwide reseller network for $18,999 US MSRP. [Learn more about BRIDGE LIVE 3G-8](https://www.aja.com/products/bridge-live) and visit with an AJA representative during NAB 2025 for a demo of the technology at the AJA Booth, SL3310.

**About AJA Video Systems**

Since 1993, AJA Video Systems has been a leading manufacturer of cutting-edge technology for the broadcast, cinema, proAV, and post production markets. The company develops a range of powerful, flexible video interface and conversion technologies, digital video recording solutions, and color management, streaming, and remote production tools. All AJA products are designed and manufactured at our facilities in Grass Valley, California, and sold through an extensive sales channel of resellers and systems integrators around the world. For further information, please see our website at [www.aja.com](http://www.aja.com/).

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**Media Contact:**

Katie Weinberg

Raz Public Relations, LLC

310-450-1482, aja@razpr.com