**Media Alert**

**AJA Debuts IP and 12G-SDI Innovations Ahead of NAB 2025**

*New tools optimize media and entertainment and proAV workflows, bringing professionals enhanced flexibility and scalability to meet growing demand for high-quality content*

**Grass Valley, CA (March 31, 2025)** – [AJA Video Systems](http://www.aja.com/) today unveiled a series of new products and updates that it will showcase at the [National Association of Broadcasters (NAB) Show](https://www.nabshow.com) 2025. New to its product lineup are [DANTE-12GAM](https://www.aja.com/products/dante-12gam), a 12G-SDI Dante® audio embedder/disembedder Mini-Converter; [BRIDGE LIVE 3G-8](https://www.aja.com/products/bridge-live), an IP video workflow bridge; a redesigned [KUMO 6464-12G](https://www.aja.com/products/kumo-6464-12g) 12G-SDI router; and software updates. These new solutions build on AJA’s legacy of innovation and will be available to demo at NAB from April 6-9, 2025, at the Las Vegas Convention Center, AJA NAB Booth, SL3310.

“With unwavering demand for content across industries, more production and AV professionals are deploying higher resolution, multi-camera workflows to deliver standout content. Executing these productions requires proper infrastructure for more channels of audio and video, and the agility to leverage the best mix of video formats, codecs, and protocols for the job,” shared AJA President Nick Rashby. “Our aim with the new DANTE-12GAM, BRIDGE LIVE 3G-8 and KUMO 6464-12G is to ensure customers can get the channel density they need, while also being able to seamlessly bridge between various technologies and formats. We’re excited to see how customers benefit from these new solutions in the field.”

[**DANTE-12GAM**](https://www.aja.com/news/story/2304-aja-introduces-dante-12gam-ip-audio-embedderdisembedder-mini-converter-ahead-of-nab-2025)

This new 12G-SDI Dante® audio embedder/disembedder Mini-Converter packages the core functionality of AJA’s openGear [OG-DANTE-12GAM](https://www.aja.com/products/og-dante-12gam) card into a next-gen enclosure, including an LCD display with control buttons. It streamlines hybrid IP workflows, enabling seamless bridging between SDI sources and destinations with embedded audio to/from the Dante audio ecosystem, with additional AES67 and SMPTE ST 2110-30 support. DANTE-12GAM can disembed 16 channels of audio in and embed 16 channels of audio out, for up to 32 channels of IP audio, with the option to extend that capacity to 64 channels on fiber or BNC via DANTE-12GAM-TR-LC and DANTE-12GAM-TR-BNC. DANTE-12GAM will be available soon through AJA’s worldwide reseller network for $2,295 US MSRP. See additional pricing for the DANTE-12GAM-TR-LC and DANTE-12GAM-TR-BNC, as well as a DANTE-12GAM Video SFP post-sale upgrade license and SFP modules [here](https://www.aja.com/products/dante-12gam).

[**BRIDGE LIVE 3G-8**](https://www.aja.com/news/story/2299-aja-to-debut-new-bridge-live-3g-8-at-nab-2025)

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 popular [BRIDGE LIVE](https://www.aja.com/products/bridge-live). The new system for REMI, synchronous multi-channel video contribution, remote collaboration, direct-to-audience streaming, and multi-bitrate/multi-format delivery features an expanded HD channel count on SDI to provide video professionals with enhanced flexibility. It decreases per channel costs for customers, while providing reliable encoding, decoding, and transcoding for critical live video environments. Extensive support for industry-standard codecs and formats includes H.264, H.265, NDI, SRT, and HLS to meet professional encoding/decoding/transcoding needs. AJA BRIDGE LIVE 3G-8 is coming soon through AJA’s worldwide reseller network for $18,999 US MSRP.

[**KUMO 6464-12G**](https://www.aja.com/news/story/2283-aja-launches-all-new-kumo-6464-12g-12g-sdi-router-ahead-of-nab-2025)

A high capacity 12G-SDI router, the all-new KUMO 6464-12G features 64x 12G-SDI inputs and 64x 12G-SDI outputs for high bandwidth, cost-effective signal routing. Redesigned for maximum reliability and performance, KUMO 6464-12G offers increased capacity for larger configurations while maintaining a compact 4RU height and slim profile, with support for 12G-SDI/6G-SDI/3G-SDI/1.5G-SDI/270Mb and DVB-ASI. It provides powerful scalability, workflow security, and increased bandwidth via 12G-SDI to support a broad range of routing demands in broadcast, production, post, and proAV environments. KUMO 6464-12G is available now through AJA’s worldwide reseller network for $14,999 US MSRP.

**New Updates**

The latest KUMO v4.9 firmware update introduces support for KUMO 6464-12G and brings improvements to the entire KUMO line, such as automatic cable length adjustment and reclocking for optimized performance. New eMini-Setup v2.4 software for macOS and v2.4.1 for Windows simplify network configuration and firmware upgrades for all KUMO devices, as well as AJA HELO Plus, ColorBox, and Mini-Converters. Both KUMO v4.9 and eMini-Setup v2.4 are now available as free downloads from the [AJA Support Page](https://www.aja.com/support).

Explore these new solutions and others at NAB 2025, AJA Booth SL3310. [Stay up to date with the latest developments from AJA](https://www.aja.com/news/whats-new).

**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