

## FOR IMMEDIATE RELEASE

### **Gnural Net Introduces LiveToAirZ: Professional Zoom Integration for Broadcast and Live Production Workflows**

*Delivering clean audio and video feeds, real-time participant control, and dynamic interaction tools for Zoom-based productions.*

**Robbinsville, NJ – May xx, 2025** — Gnural Net is proud to announce the release of **LiveToAirZ**, a Windows-based application designed to bring individual Zoom Meeting participants into professional live video productions. LiveToAirZ empowers producers to go beyond fixed-panel guests—offering dynamic audience interaction, live question handling, and participant selection based on real-time feedback like hand raises, reactions, and chat activity.

LiveToAirZ provides clean, isolated participant feeds using pro standards like NDI, SDI, and Dante. Whether deployed locally or in the cloud, LiveToAirZ integrates seamlessly into modern production workflows. It gives producers fine-grained control over participant selection and output assignments, as well as access to the metadata associated with them.

Built around the Zoom Meeting SDK, LiveToAirZ lets producers scan and assign guests to output channels in real time, swap participants on the fly, and curate interactive experiences with precision. Direct Q&As, hybrid panels, and audience-driven moments become easy to manage without compromising on visual polish or audio clarity.

*“Zoom has increasingly become a key component of modern production workflows, and LiveToAirZ expands what’s possible within that space,”* said John Mahoney, CEO of Gnural Net. *“It’s not just about getting people into a production technically; it’s also about leveraging the interactive tools that Zoom offers to create more fully engaging experiences with them.”*

*“I’m excited to welcome Gnural Net to the Zoom Developer Ecosystem! LiveToAirZ introduces an innovative system for remote contribution, built around interactive Zoom Meeting data and professional production protocols. This solution is a great example of a developer bringing their expertise in broadcast workflows to the table and building upon Zoom’s powerful multi-party architecture to deliver a high-quality integration,”* said Andy Carluccio, Head of Client Innovation at Zoom. *“LiveToAirZ is a strong example of how Zoom’s SDKs can be used to meet and exceed the goals of broadcast professionals and content creators alike in dynamic and creative ways.”*

LiveToAirZ is available now with a free 30-day trial. Learn more and request a demo at [www.gnuralnet.com/livetoairz](http://www.gnuralnet.com/livetoairz).