

SUB2r raises \$3.5M investment from Riva Technology and Entertainment

RTE will have a significant minority stake in the leading live streaming broadcast camera company SUB2r.

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[SUB2r](#)

Mar 11, 2021, 09:00 ET



DUBAI, UAE, March 11, 2021 /PRNewswire/ -- SUB2r raised \$3.5 million as part of a Series A investment from global investor Riva Technology and Entertainment Limited. This investment will allow SUB2r to launch its next generation live streaming video camera based on the most advanced cutting edge 48MP native 8K camera chip.

The fan experience begins with the camera. The visual connection between the audience and the player is one of the most crucial aspects of the Esports experience and for live content creation. The face of the player is their brand. SUB2r delivers that visual connection with the highest broadcast quality possible making the fan feel they are sitting next to the player.

This investment accelerates SUB2r's growth, enabling them to rapidly develop and launch production of its next generation camera. RTE will have a significant minority stake in SUB2r,

and Paul Roy, CEO of RTE, will join SUB2r's board of directors, bringing more than 25 years of experience in gaming, digital entertainment, and an innovative global mindset to the rapidly evolving industry.

"With this investment from RIVA Technology and Entertainment, we will build upon our existing imaging hardware and software technology and provide even more on camera tools like our color substitution, multiband color controls, and hot keys. We fill that void between professional studio broadcast cameras and low quality webcams with an affordable, easy to use, high quality alternative. This is an exciting time as RTE's global industry connections will give SUB2r access to worldwide markets in Esports, gaming, and live digital entertainment." said Richard Neumann, Co-Founder, and CEO of SUB2r.

SUB2r combines the most advanced hardware technology in digital imaging and optics with powerful high bandwidth data streaming engines to provide the user with professional broadcast quality live streaming video. SUB2r's proprietary software driven imaging pipeline allows the user updates for the latest developments, extensive imaging tools normally found only in post-production editing, and a high level of customization. The team at SUB2r holds the fundamental belief that the camera should be built like a gaming PC where every aspect possible is configurable, interchangeable, upgradable and programmable.

"The team at SUB2r has built a fantastic camera, around the incredible new hardware and software tech they have developed. They are focused on bringing the highest possible visual experience to their audience. Content creators and streamers are always looking to supercharge their content, and this is the perfect product for that. We also look forward to introducing this exciting new tech to the entire group of mega creators and streamers at our partner company, Galaxy Racer ," added Paul Roy, CEO of RTE.

About Riva Technology and Entertainment:

Founded in 2002, with a global presence stretching from the USA to East Asia, RTE has successfully been delivering the vision of tomorrow for over close to 20 years. RTE's group of companies hold an industry advantage in their ability to take every project from concept to execution; all housed under one roof. The complementary companies cover location-based entertainment, brand and Intellectual Property licensing, content development, consumer products, gaming, and Esports.

About SUB2r

SUB2r is a U.S.- based company with worldwide development and production partners. The founders of SUB2r have diverse background in technology, design, software, and hardware manufacturing. They successfully brought this highly complex imaging technology from white board into production. SUB2r cameras are in use around the world with top gamers, content creators, indie film makers, studios and in industrial and scientific applications.

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