

REACH

**Blackbird plc
(the "Company")**

elevate io gathers momentum with product development at pace

For Immediate Release

Friday 25th July 2025 | London, UK

Blackbird plc (AIM: BIRD) the developer of the market leading cloud video platform Blackbird and the browser-based collaborative editor elevate io, announces the release of its first digital asset management functionality within elevate.io. Following the Company's recent successful top-up raise, folders is part of a continual iteration of new feature releases.

Earlier this month, elevate io launched its first AI-powered tool: Text-to-Speech, enabling creators to generate natural-sounding voiceovers directly within their browser. Additionally, users can now access an enhanced suite of looks and effects, to give the creator more visual control. Through this rapid roll out of features and functionality elevate io is delivering against its vision of 'The Figma for video'.

The positioning of elevate io is of the creator champion. In that regard it can reduce costs and time in the creation of quality video by enabling real collaboration, digital asset management in a hardware agnostic environment.

elevate.io is purpose-built for content creators and teams who demand speed, flexibility, and seamless collaboration.

Blackbird Executive Chair, Ian McDonough comments:

"Storytelling through video should be fast, easy and fun with collaboration enhancing the final output. This raft of recent releases takes elevate.io closer to our vision. We are on track with more to come, watch this space."

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About Blackbird plc

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

elevate.io is the company's browser-based collaborative content creation platform currently in general release. elevate.io is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

www.elevate.io
www.blackbird.video
www.linkedin.com/company/blackbird-cloud
www.twitter.com/blackbirdcloud
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www.youtube.com/c/blackbirdcloud

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