

### **SIS LIVE launches SISCaster to reduce the cost of live content production and global distribution**

**10 February, 2009:** SIS LIVE, Europe's largest outside broadcast (OB) and uplink supplier, has launched the SISCaster, a new multi-camera, mobile video streaming production unit. The system enables production companies and broadcasters to manage and produce multi-camera OBs online at a fraction of their normal cost without compromising production values. This creates new opportunities for programming previously considered too expensive or specialist for production and global distribution.

SISCaster is a sophisticated, compact OB production unit that integrates multiple wireless cameras, its own IP uplink and all the facilities normally found in a high end scanner into a vehicle the size of a standard people carrier. The unit is ideal for traditional programme making, product launches and for covering live events on big screens while simultaneously feeding video, recording and broadcasting to the internet.

David Meynell, Managing Director of SIS LIVE, said, "SIS LIVE is at the forefront of OB provision covering some of the most high profile events on the global calendar. With SISCaster, we have brought together our considerable experience in both broadcasting and IP via satellite provision to create a truly unique product that we believe will change the face of live content delivery. It has already been demonstrated to a number of our high profile clients and is proving a great success."

Tim Breadin, Director of Production, Digital & Commercial Programming, RDF Media said, "SISCaster is an impressive, well designed, compact unit that has most of the capability of a full blown OB scanner at a significantly reduced cost. SIS LIVE has created an affordable, easy to use system that has the potential to open up a new market for content producers, broadcasters and web platforms."

SISCaster can be powered from a domestic mains supply, its own engine or the on-board silent battery back-up system. The unit uses the latest self aligning VSAT satellite technology to offer unlimited streaming at a choice of bit rates to any server required. It also encodes edited clips or the live vision mixer output using the on-board Windows Media, QuickTime, Real Player and Flash encoders.

SISCaster will be on show at Broadcast Video Expo at Earls Court from 17–19 February. The unit's live streaming and production capabilities can also be viewed online during the show at [www.sislive.tv](http://www.sislive.tv).

#### **About SIS**

SIS is one of the world's leading companies in the television broadcasting industry. It is the foremost supplier of television programming and data services to the UK and Ireland betting industry. The company's broadcast business, SIS LIVE, has the largest satellite uplink fleet in Europe and is the largest outside broadcast provider in the UK. It offers a complete broadcasting solution from onsite outside broadcast facilities through to global distribution and IP provision. The company covers 100,000 hours of live events worldwide each year, including Formula One, The Wimbledon Championships, UEFA Champions League football and European Tour Golf, and delivers approximately 80% of live news feeds across the UK.



## **PRESS RELEASE**

Please visit [www.sislive.tv](http://www.sislive.tv) for more information.

For more information, please contact:

Donna Palumbo, Sales and Marketing Manager, SIS LIVE

Email: [dpalumbo@sislive.tv](mailto:dpalumbo@sislive.tv)

Phone: +44 (0)1908 865554