

SIS LIVE unveils latest OB 7 production vehicle

New-generation outside broadcast vehicle offers maximum flexibility for clients

Langley, United Kingdom, 26 June 2009: Langley, United Kingdom, 29 June 2009: SIS LIVE, Europe's largest outside broadcast (OB) and uplink supplier, has unveiled OB 7, its latest customer-friendly, new-generation vehicle. The 16-camera truck is being used for the first time by BBC Sport for its high definition coverage of Court 1 tennis at The Championships, Wimbledon 2009.

OB 7 has been designed and built in close consultation with many of SIS LIVE's clients to offer an incredibly flexible production space. OB 7 is based on an elegant modular design pioneered in SIS LIVE's first new-generation vehicle, OB 3. The 14.6 metre long OB 7 can be easily configured for any sport, music or light entertainment event.

David Meynell, Managing Director, SIS LIVE, says: "OB 7 is the pinnacle of the latest outside broadcast innovations put into practice. This is a user-friendly, high specification vehicle that can be easily configured for any event. SIS LIVE's unrivalled OB experience, coupled with the very latest digital high definition technology, make our new OB truck unique in the marketplace."

Meynell continues: "We are building on the successful design of OB 3 as part of our drive to standardise all our trucks for easy interoperability. Anyone who has worked in OB 3 can sit down and feel at home in OB 7. At the same time, the modular design of OB 7 means we can provide tailor-made set-ups for every client. So, we can set up the production gallery for one client, go away on another job and set it up differently, then, when we return to the original client, all the options are stored and we can quickly and easily reconfigure everything for the same director or producer. It is all about making it as flexible and easy as possible for our clients. They drive everything we do."

OB 7's technical infrastructure is based around a powerful 3G Evertz EQX matrix that routes vision with audio embedded in it to keep them in sync throughout the vehicle and to maintain the highest quality transmissions. This is in addition to a Sony MVS-8000G video switcher and Calrec Sigma Bluefin digital audio mixer, which delivers 5.1 surround sound. The vehicle can accommodate up to 16 Sony HDC-1500 multi-format cameras and up to three Sony SuperMotion slow-motion cameras. There are six EVS disk recorders and configurations for six DigiBeta, HDCAM or HDCAM SR VTRs. The flexible monitor wall features two 26-inch flat-panel TFT preview monitors and 16 23-inch transmission monitors, each capable of displaying up to four images each.

OB 7 and OB 3 are completely HD throughout and 3G capable, and they can both handle 1080i/50 pictures as well as being future-proofed for 1080P/50 for progressive transmissions. As both vehicles have the same infrastructure design, they can share material seamlessly and are an ideal pairing for match coverage and presentation.



PRESS RELEASE

Phil Aspden, Head of Commercial, SIS LIVE, says: “One of the key objectives for us is to focus on our customers’ working environment which is absolutely paramount and I believe has been achieved with OB7. The customer reaction to both OB3 and OB 7 has been amazing with OB 7 going straight to its first job, working without fault, with great feedback from all those who have seen it in action. This is extremely satisfying to all of us and a testament to the design and build of this market leading and innovative Outside Broadcast unit.”

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.

Please visit www.sislive.tv for more information.

For more information, please contact:

Donna Palumbo, Sales and Marketing Manager, SIS LIVE

Email: dpalumbo@sislive.tv

Phone: +44 (0)1908 865554