

**SIS LIVE UNVEILS LOW COST PRODUCTION SERVICES AT IBC 2009****SIS LIVE develops new products and mobile units for broadcasters, web-based content providers and corporate applications****Stand 1.C55 and Outside Broadcast area OE390**

**Amsterdam, The Netherlands, 11 September 2009:** SIS LIVE, Europe's largest outside broadcast (OB) and uplink supplier, has unveiled a fantastic array of new low cost products and services aimed at a broad range of production applications. New products include the RouteCase compact flyaway production unit, the new SISCaster HD compact OB unit and the new uPod IP mobile uplink system designed specifically for high quality internet IP and streaming applications. SIS LIVE is also demonstrating one of its new fleet of low cost mobile broadband outside broadcast vehicles.

David Meynell, Managing Director, SIS LIVE, says: "SIS LIVE has tremendous experience of outside broadcast production and satellite uplinking at all levels of the business, whether it is providing the production facilities for Wimbledon or a single live feed from a music festival for a web-based producer. There is huge demand now for lower cost production systems and satellite delivery as the internet starts to offer real competition to conventional broadcasters. We have unveiled a series of new products and services aimed directly at servicing this market, including the RouteCase flyaway production unit, SISCaster compact OB vehicle, uPod IP portable uplink system and new fleet of mobile broadband vehicles."

**RouteCase compact production unit**

RouteCase is a compact flyaway production unit aimed at a wide variety of production applications, including live event staging, sporting events, business seminars and presentations, and news-gathering.

Designed as a true plug-and-play field unit built to withstand demanding environments, RouteCase is rugged and easy to use. RouteCase is based around Brick House Video's broadcast specification Callisto Micro vision mixer, enabling a fast and reliable means of mixing video and audio in the field. The unit can handle asynchronous inputs in a mixed format environment, with simultaneous SDI and analogue outputs for streaming and uplinks, and extensive monitoring facilities.

The compact unit measures just 41cm x 32cm x 17cm and incorporates all the essential features necessary for live production, including a wireless camera link and quad-split monitoring. Extremely simple to set-up and operate, RouteCase offers three full channels of audio/video processing with mains/battery operation, talkback and remote control. The rugged integrated flight case design underscores its reliability in harsh conditions. To ensure compatibility with current format trends, RouteCase also offers as an option the award-winning Let It Wave up-conversion for simultaneous HD output.

### **SISCaster SD and HD compact OB vehicle**

The SISCaster low cost, compact OB vehicle has achieved widespread acceptance for live broadcasting, web streaming and mobile content delivery, opening up new opportunities for multi-platform event coverage. As well as the Standard Definition video version, SIS LIVE has developed a new High Definition capable unit, SISCaster HD, which delivers a full HD signal. SISCaster HD will be available to hire or buy from early 2010.

Nic Christodoulou, Commercial Project Director, SIS LIVE, says: "SISCaster is a low cost production unit that takes what you get in a full OB unit and makes it affordable for a wide range of production applications. It is designed to be simple to operate, so anyone can make programmes with it. Our new SISCaster HD version brings full HD programming to the same people at an incredibly low cost."

SISCaster 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, iPhone and Flash encoders. A full range of additional extras, including graphics packages, are available.

### **uPod IP uplink system**

uPod IP is the latest addition to the range of extremely popular uPod portable satellite uplink systems. uPod IP allows users to send live or recorded video at lower bandwidths than conventional broadcast quality, giving big savings in satellite costs.

uPod IP is the ultimate portable uplink system. It packs into easy-to-carry cases that are completely flight-friendly, complying with airline baggage regulations. The system has its own bookings system and gives access to SIS LIVE's dedicated satellite capacity. At the same time, the unit is incredibly easy to operate, even for novices.

Mark Shadbolt, Sales Director, SIS LIVE, says: "uPod IP is an extremely competitively priced flyaway unit aimed at users who want a low cost means of streaming pictures with guaranteed connectivity. We can give space on an uncontended basis, giving high speeds at a very low cost. But even if they need more capacity for transmitting video, uPod IP allows them to send 4MHz video, cutting the cost of satellite bandwidth by around a third.

### **Mobile broadband vehicles**

SIS LIVE had built a fleet of new generation outside broadcast vehicles designed specifically for the mobile broadband market. The vehicles are purpose-built for clients such as broadcasters who need a cost effective, reliable way to uplink high quality material to the internet. The new mobile broadband vehicles allow users to uplink high quality video and audio at high speed using the latest MPEG-4 technology.

At IBC, SIS LIVE is showing one of the new vehicles, kitted out with a 96cm satellite antenna, satellite modem and antenna controller. All the equipment operates to the MPEG-4 standard, which provides the same quality audio and video as the older MPEG-2 standard, but uses half the satellite bandwidth. This significantly reduces the costs involved.



## PRESS RELEASE

David Garrod, Head of IP Services, SIS LIVE, says: “We are seeing tremendous growth in demand for uplinking to the internet and, in terms of our total service, SIS LIVE is unique in offering a end-to-end solution from anywhere in the UK or Europe. Our new fleet of vehicles are custom-built for the mobile broadband market. They are small, lightweight vehicles that provide a cost effective means of uplinking material, whether it is live streaming of events for radio and television broadcasters or product launches and AGMs for corporate clients.”

### **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](http://www.sislive.tv) for more information.

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