

Innovation Rewards SIS LIVE at IBC

22 September 2009: SIS LIVE, wins two awards at IBC 2009 - Cable and Satellite International Awards and Sports Video Group Awards

SIS LIVE, Europe's largest supplier of satellite uplinks and Outside broadcast facilities is delighted to announce that it has won Cable and Satellites 'Best Outside Broadcast Technology' Award for uPod Micro. During a successful week at the exhibition, Sports Video Group also recognised SIS LIVE with an award for 'Excellence in Sport Technology' for its innovative Special Camera solutions.

uPod Micro has been in development for two years and is based around the original concept of the previous award winning uPod and uPod II products. SIS LIVE has taken this concept of simple to use (one button operation), high bandwidth and ultra supportability and added new industry leading IATA compliant lightweight hardware, innovative control software and the unique uBook online bookings system. uPod Micro has been sold around the world and is changing the way video and data can be delivered; any location at any bandwidth with any operator and global connectivity is always just one button push away.

SIS LIVE worked with North One and ITV to provide special cameras at the Isle of Man TT races in June. This was the first year the race was covered in HD and SIS LIVE designed 16 HD on board camera kits with innovative SMS control and storage devices; 10 were used on competing vehicles for a major race and four for other events.

David Meynell, Managing Director at SIS LIVE said 'we are delighted to be recognised for uPod and for our coverage of the TT races this year and these awards emphasise the talent we have within our company and shows that SIS LIVE continues to lead the industry in pioneering innovative, cutting edge products and services.

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.

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