

## **SIS LIVE to exhibit enhanced uPod Micro uplink series at SATCON expo in NY**

### **Ultra Compact, Versatile, and Powerful Uplink System Facilitates Full Bandwidth Broadcast as well as IP**

**London, England, September 29 2009** – SIS LIVE, the world's leading independent supplier of uplink services, will exhibit an enhanced uPod Micro uplink series at the SatCon Expo being held on October 14<sup>th</sup> and 15<sup>th</sup> at the Jacob Javitz Center in New York. The compact and lightweight uPod Micro range, reputedly the most powerful and operator-friendly uplink system currently on the market, is now available in three models; 0.75m antenna, 1.0m antenna, and 1.3m antenna for full bandwidth broadcast applications and IP.

Recipient of Cable and Satellites 'Best Outside Broadcast Technology' Award at IBC 2009, the uPod Micro is a totally integrated and strikingly compact SNG uplink system that can be easily transported by car, commercial airliner, or even helicopter to any breaking news story uniquely packaged in hostess style trolley cases each weighing in at under 50 lbs. The unit meets all checked baggage regulations. assembles easily without any tools, and its lean footprint fits comfortably on any car roof rack, including Mini Coopers.

The uPod Micro combines compact cutting edge SNG technology with an integrated bookings process for optimum satellite bandwidth optimization. In sum, this gives the operator single button control of a system offering a major degree of flexibility and significant cost savings. Its built-in GPS locks onto any fixed or inclined satellites to ensure fully automated acquisition. The uPod Micro enables broadcasters to provide effortlessly and securely live SD or HD coverage on demand.

"We are delighted to bring the entire uPod Micro range to the US market at SatCon," said David Meynell, Managing Director at SIS LIVE. "The Micro offers U.S. satellite news gathering operators efficient, reliable and cost effective real-time broadcasting of news or sports events wherever they are unfolding throughout the continent."

In addition to uPod Micro, SIS LIVE will have a fully outfitted Mini Clubman on site to illustrate the Company's breadth of capabilities, and will also highlight RouteCase - it's new award-winning compact, powerful and affordable flyaway production kit.

#### **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.



## **PRESS RELEASE**

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