

SIS LIVE TO DELIVER BEST EVER PRODUCTION COVERAGE OF A COMMONWEALTH GAMES.

Broadcast specialist SIS LIVE works with Indian Broadcast Services company ZOOM COMMUNICATIONS LTD. to introduce technological innovations for first ever high definition Games

Langley, United Kingdom, 25th March 2010: SIS LIVE, Europe's largest outside broadcast (OB) and uplink supplier, plans to deliver the best ever production coverage of the XIX Commonwealth Games being held in New Delhi from 3-14 October 2010. SIS LIVE is contracted to provide the Production and Coverage Facilities and Services for the Games.

SIS LIVE and ZOOM COMMUNICATIONS LTD are providing coverage of 17 sports events across 12 competition venues, as well as the Opening and Closing ceremonies. In addition, SIS LIVE will provide feeds from five "Beauty Spots", offering 24-7 coverage of scenic views around Delhi, including one highlighting the main stadium.

SIS LIVE is contracted to provide the HD coverage of the Games, which will be delivered in its entirety at 16:9 1080/50i HD. Earlier this month, SIS LIVE awarded a key and exclusive contract for Broadcast Services, including technical equipment and diversified Production and Coverage services for the Games, to South East Asia's largest Broadcast Services company, ZOOM COMMUNICATIONS LTD.

Phil Aspden, Head of Commercial, SIS LIVE, says: "SIS LIVE is responsible for managing all aspects of the broadcast production facilities and services, reporting to the Host Broadcaster, Doordarshan (DD). We are working incredibly closely with ZOOM COMMUNICATIONS LTD, to deliver the best technical provision for the 2010 Games."

High definition equipment

SIS LIVE and ZOOM COMMUNICATIONS LTD will be providing a huge amount of HD equipment, including up to 40 Production Areas and OB kits of various sizes, over 350 HD camera channels, 100 HD long lenses, 115 EVS hard disk recorders, as well as a wide range of specialist production and camera equipment. SIS LIVE will utilise over 1,200 highly skilled technicians, production crew and support staff drawn from across the world during the Games.

PRESS RELEASE

With ZOOM COMMUNICATIONS LTD providing the majority of the HD equipment, SIS LIVE is building two new fully-featured HD OB units as Fly-packs to be sent to the Games, alongside at least 80 of its own HD cameras plus other production equipment.

Broadcast Venue Operations and Services

SIS LIVE will provide a department that will be responsible for the planning, installation, and maintenance of all technical facilities, at the competition venues. This will involve liaising with the host broadcaster, DD, to ensure the successful delivery of all technical requirements at the venues, including commentary positions, presentation studios, announcer positions, commentary control rooms and technical operations centres.

Television and Radio and broadcast coverage

SIS LIVE will be responsible for the planning, budgeting, delivery and supervision of all television and radio broadcast requirements. This includes the coverage plan for each sport and the staffing plans, technical plans and equipment plans to support the coverage. Each plan will cover all aspects of the production activities for all of the sports at each venue, from camera coverage to technical design.

Production of “Basic Feed”

SIS LIVE and ZOOM COMMUNICATIONS LTD will install and operate at each venue, all the necessary equipment to produce the International Television and Radio Signals (ITRS), also known as the “Basic Feed”. This consists of everything from the live television pictures and sound, commentary, titling, timings and results, slow motion replays, special effects and on-screen credits. High definition pictures will be available as HD-SDI (1920 x 1080/50i) in 16:9 widescreen, with 4:3 protection on all coverage, including 4:3 “safe” graphics output. As part of the “Basic Feed”, SIS LIVE will also provide coverage of press conferences held at any of the venues back to the IBC.

Creative look

SIS LIVE will provide the entire creative look and feel of all aspects of the Games, agreed in conjunction with the Host Broadcaster, DD, and the Organising Committee of the Games.

Highlights packages

SIS LIVE will provide the editorial and production personnel at the IBC to generate two daily highlights packages, each of one hour duration. This will happen on each day of the Games, and include the Opening and Closing ceremonies.

Pre-Games programming

SIS LIVE have also made the first of a series of 12 Pre-Games programmes, each 30-minute programme, is made available for transmission on the first day of each month for the entire year prior to the commencement of the Games, starting with the Queen's Baton Relay from Buckingham Palace in London in October 2009.

Games News Updates

SIS LIVE will produce Games News Updates of three to five minute duration at regular intervals during the Games.

Main Press Centre

SIS LIVE and ZOOM COMMUNICATIONS LTD will be responsible for the provision and installation, of the television infrastructure, at the Main Press Centre (MPC) to sufficiently enable the recording and broadcast of press conferences. A three-camera EFP production set-up with all the necessary accessories and crew will be available at the MPC, for recording and broadcast of press conferences.

Specialist production equipment

As part of providing all the technical and other equipment required to carry out the coverage and production functions and responsibilities, SIS LIVE and ZOOM COMMUNICATIONS LTD will provide a range of specialist equipment such as helicopter and motorcycle packages, remote control cameras, super slow motion cameras and other effects devices.

About SIS



PRESS RELEASE

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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About ZOOM Communications Ltd

ZOOM Communications Ltd. was the first Broadcast Services company in South East Asia to embrace HD technology more than four years ago. ZOOM Communications Ltd. has provided its skills to all the three major genres of broadcasting: Sports, Entertainment and News. The company currently provides OB services and facilities for the live coverage of the prestigious Indian Premier League Cricket, in addition to all official Cricket for the Board of Control for Cricket in India (BCCI). In addition ZOOM has provided Outside Broadcast facilities for coverage of a large number of Live Sports including Tennis, Hockey, Football, Golf, Athletics, Aquatics, Badminton, Shooting, Table Tennis, etc.

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