



OVERON MEETS INCREASING DEMAND FOR WORLD CUP COVERAGE WITH NEWTEC TECHNOLOGY

Azimuth Modulators Help Service Provider Deliver to Key Broadcasters Worldwide

MADRID, Spain and SINT-NIKLAAS, Belgium, July 8 2010. During the final stages of the World Cup, Spanish broadcast service provider Overon is meeting the growing requirement for coverage from its customers with Newtec Azimuth modulators. Responding to daily requests to provide more TV feeds, Overon's team is able to keep pace with demand through highly efficient use of the allocated bandwidth.

For its World Cup coverage, Overon has deployed 15 DSNG and flyaway stations in South Africa and two fixed fully redundant C-band stations located in the International Broadcast Centre (IBC) at Johannesburg. Along with their Portuguese TV Production partner Medialuso, Overon is providing coverage to the Middle East by fulfilling the service requirements from the Arab community's main broadcaster as well as from other customers around the world.

To gear up for the event, Overon installed new Azimuth DVB-S2 modulators, and DVB-S to DVB-S2 upgrades for some of its existing modulators. Both the permanent feeds from the IBC and the occasional feeds from the mobile stations are transmitted in DVB-S2 to make optimum use of the limited capacity available during the tournament, and at the same time to meet the growing demand for HD and 3D transmissions. At least 95 percent of the TV feeds are operating in high definition.

"As long-term integrators and users of Newtec equipment, we knew we could be confident of a solution that would meet our World Cup requirements," says Darío Garrido del Hoyo, RF engineering department, Overon. *"An event of this scale always creates last-minute orders for services, and Newtec has been able to respond very rapidly when we needed it. Our initial plans for the operation in South Africa fully justified deploying the new resources to cope with the increasing demand for services from Spanish customers."*

As a system integrator Overon uses Newtec Azimuth modulators, upconverters and combiners for contribution and distribution applications with a prime focus on DSNG ranging from small flyaway quick deploy systems to full blown SNG trucks typically deployed at IBCs at large scale events.

"Broadcasters and service providers really have to pull out all the stops for an event as big as the World Cup," says Serge Van Herck, CEO of Newtec. *"When there is stiff competition between providers, exceptional technology can make a significant difference to the success of the operation, and Overon's installation of Newtec's DVB-S2 TV transmission products provided them a great platform for this and future events."*

Newtec Azimuth modulators are used for all satellite transmissions from each SNG truck operating in South Africa. Newtec's Azimuth DVB-S2 Broadcast Modulators are available in both IF and L band versions, operate between 50 kbauds and 63 Mbauds at rates of up to 155 Mbps and provide unique features such as combined GbE and ASI inputs (DualFlow™), linear and non-linear pre-distortion and embedded IP encapsulation.

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About Newtec

Newtec (www.newtec.eu) is a global industry leader, shaping the future of satellite communications. Offering state-of-the-art products and scalable, integrated solutions for broadcast, broadband access, and backbone and trunking applications, Newtec helps customers achieve greater efficiency, increase performance, and expand market reach.

With its passionate commitment to R&D, Newtec remains in the forefront of technological development, continuing the pioneering contributions that have led to industry standards including DVB, DVB-S2, DVB RCS, and iSatTV Cenelec pr EN50478.

Newtec's worldwide customer base includes the industry's most prestigious broadcasters, satellite operators, telcos, systems houses, and broadcasting unions. Established in 1985, and headquartered in Belgium, Newtec has regional offices as well as additional R&D centers located in Stamford, Conn. (U.S.), Singapore (Singapore), Beijing (China), Dubai (UAE), São Paulo (Brazil), Berlin (Germany), and France.

About Overon

Overon (www.overon.es) is the commercial name of the company created by Abertis Telecom and Mediapro for the provisioning of audiovisual services. Overon forms part of two of the most important data, audio and video communications networks in the world, as are Globecast's and Abertis Telecom's.

Overon offers permanent and occasional use services via its network of fibre optics, radio links, DSNG and Fly Away and satellites, as well as connectivity to the two previously mentioned networks. The solutions available in our catalogue of products and services are utilised extensively by the principal national and international broadcasters, production houses and corporations with the need for global connectivity.

From ten minutes, for a news contribution service, to a short-term, full-time lease for a major sporting event, Overon has the unrivalled experience and resources to satisfy your occasional use requirements. Overon possesses the necessary facilities and personnel in order to satisfy any broadcast requirement. Whether you need to transmit a short feed for news contribution, cover the World Cup or, talk about advanced IP services or permanent television and radio distribution channels, Overon offers you a tailor-made solution.

Established in 2006 and headquartered in Madrid, Overon has regional office in Barcelona, as well Broadcast Technical Facilities in Sevilla, Valencia, Sta. Cruz de Tenerife, Santiago de Compostela, Bilbao, Alicante, Leon, Las Palmas de Gran Canaria, Burgos, Mallorca, Granada, Oviedo, Malaga, Zaragoza y Teruel and International Broadcast Technical Facilities in Brussels (Belgium), Lyon (France), Miami (US) and La Habana (Cuba).