Automated SNG Hardware

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SISLink

WBU World Broadcasting Unions

ISOG International Satellite Operations Group

From the fall of the Berlin Wall

Remember the days when a successful live satellite feed was followed by back slapping and high fives?!

- **SNG evolution**
  - Specialist 'links' engineers with spectrum analyzers to full automation
  - Bulky two man Flyaway systems to lightweight carbon fibre single 'unskilled' operation
  - from analogue to digital
    - ETSI to MPEG2 to MPEG4/SD to HD
- **SISLink's role**
  - Operate own equipment leased to multiple clients, intuitive and serviceable
  - One of the first to embrace ETSI coders in 1994
  - Developed uPod, the most advanced and successful automated system in Europe
  - In-house mechanical design team developing cutting edge market leading antenna systems
  - Continually assessing HD market to identify the most capable, low latency systems and offering solutions today
  - In-house software teams working with real, frontline engineers and operators to develop the most intuitive control software available
  - Continually thrive to be ahead of the game and offer our customers the most usable and cost effective satellite solutions

uPod Legacy

Today

Fleet of over 150 uplink trucks

60 automated uPods on Vehicles

25 auto fixed links

Multiple European contracts

2008 – US launch

2008 – RAI Italy, Channel Five

2008 – Sky Sports, Setanta Sports

2007 – Sky News

2007 – RTV NH

2006 - SKY Italia

2006 – BBC National and Regional uplinks

2006 – Multiple site automated fixed satellite links – UK sports venues

2005 – ITN National News and GMTV breakfast TV

2004 – ITV (1st uPod deal 17 uplink trucks)

2003 - Sceptical customer base cannot afford a drop in service levels but want more live feeds at less cost!

Why adopt SISLink's approach to automation?

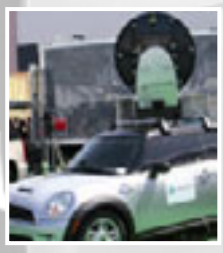
- **Empower your news desk**
  - More coverage with increased assets
  - Confidence in the success of every link with agreed service levels based on availability
  - Full control of all uplink and downlink sites
  - Web based bookings from any workstation
- **Reduce costs**
  - Maximize satellite capacity
  - One system for complete flyaway and/or permanent vehicle mounting
  - One crew, uPod operator, camera operator, Video Journalist (VJ)
  - Lease options, no capital required
- **Increase flexibility**
  - Flyaway anywhere as standard baggage and use on the ground or on a hire car
  - Unmatched 'can do' approach, custom-built systems delivered and existing fleets upgraded
- **Complete satisfaction!**
  - Work with an enthusiastic team; from the crew on the ground to the senior managers, we are all accessible and want to talk to you and make your editorial and finance teams very happy!

The devil is in the detail

- Can your chosen system control two paths?
  - single path redundant
  - dual path
- Can it drive any hardware (upgrade existing fleets)?
- Can it be operated manually?
  - Locally - by camera operator or video journalist
  - Remotely – by control room team in case of emergency
- Can it cope if the control carrier disappears?
- Can the bandwidth be altered dynamically? (no preset channels)
- Can the hardware be controlled by various means?
- Is it small enough and light enough?
  - 32KG (without RF) – half the weight of the best competition
  - One system can be permanently mounted and/or used as a flyaway

Why uPod Micro?

The most versatile uplink system ever produced - Highly specified cutting-edge design and technology, innovatively packaged in 'hostess' style upright cases each weighing less than 50 lbs (23kg) and therefore meeting new checked baggage regulations.

- **Flight Friendly** - meets **all** airline (IATA Compliant) checked-baggage regulations under 50 lbs (23 kg per case)
- **Exceptionally portable-** packs down into easy to handle 'hostess' style cases
- **Standard roof bar mountings** - no vehicle modifications required
- **Simple to operate** - requires little knowledge of satellite uplinking
- **HD ready** - optional MPEG-4/DVB-S2 electronics package
- **3 models available -** 0.75m, 1.0m and 1.3m
- **Fully automated acquisition** - lock onto any fixed or inclined satellite
- **Extensive environmental testing** - wind stability, shock vibration, corrosion, temperature


Any questions?
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