

MEDIA RELEASE



Date: 15 February 2012
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Snell, Sony, WorldDMB Forum and ATDI support ABU Digital Broadcasting Symposium 2012 as Major Sponsors

Snell, Sony, WorldDMB Forum and ATDI are the latest to support as Major Sponsors the ABU Digital Broadcasting Symposium 2012, to be held in Kuala Lumpur on 6-9 March. The event is organised by the Asia-Pacific Broadcasting Union (ABU).

The symposium, with the theme ***Decision Time for Stakeholders***, is the eighth in a series of annual symposiums staged by the ABU to help radio and television broadcasters and the industry to make the digital transition. The 2011 symposium attracted over 700 participants from the Asia-Pacific region and beyond.

The 2012 symposium will feature presentations by experts, panel discussions and workshops, as well as an exhibition showcasing the latest broadcasting products and services. Several side-events will provide opportunities to industry leaders to convey their message to broadcasters and the industry at large.

Underlining support for this prominent industry event, Vanessa Ching, VP of Channel Marketing and Communications of Snell, said: "Snell as a well-known brand in bringing innovative broadcast infrastructure and workflow solutions to the industry for live production, playout and TV Everywhere, finds the ABU Symposium to be a vital forum – it gives a chance for APAC broadcasters and vendors to converge and converse. We look forward to actively engaging with symposium attendees and have the opportunity to understand more about the broadcasters' highly evolving needs. We will be sharing about our latest solutions and product updates on Snell's Kahuna360 – the world's first true 1080p production switcher used by many ABU broadcasters and Snell's ICE channel-in-a-box. We wish the ABU a successful show."



"We are pleased to once again be involved as a key sponsor of this event which has emerged as an important platform for exploring ideas and discussing industry issues in the region. Industry events such as this is an opportunity to not only engage in dialogue and gather feedback from fellow industry partners and customers, it is also a good opportunity for us to introduce and demonstrate our award winning technologies such as Sony's XDCAM end-to-end workflow solutions," said Chris Grey, General Manager, Broadcast & Content Creation Solutions, Professional Solutions Company (PSAP), Sony Corporation of Hong Kong Limited.





Expressing her support to the Symposium, Joan Warner, WorldDMB Asia Pacific Committee Chairperson, said: "WorldDMB is delighted to support the ABU Digital Broadcasting Symposium. WorldDMB will meet broadcasters from the Asia Pacific region to explore their needs and problems and agree on how we can help them to move forward with digital radio. There are now hundreds of DAB+ radios and devices on the market for home, mobile and in-car use and we look forward to showcasing these at the event."

Pascal Gelugne, Managing Director, ATDI Australia, said: "ABU DBS Symposium is a centre of valuable discussion in the broadcast industry. It always provides us with a great opportunity to share our advanced technologies and to discuss industry trends. This year, through workshops and a symposium on the subjects of digital TV and Radio network planning, we will share our global experience in digital broadcasting." Jean-Paul Chaib, VP Strategy and Operations, ATDI SA Paris, added: "ATDI has a twenty year commitment to the broadcast industry, and a long-standing relationship with the ABU. We are always delighted with the quality of participants and the lively discussions that every ABU gathering generates"



About Snell

Snell is a leading innovator in digital media technology, and provides broadcasters and global media companies with a comprehensive range of solutions for broadcast infrastructure, live production and TV Everywhere for today's multi-screen world. Snell has a strong history of innovation and groundbreaking technical achievements. Its products and technologies have won over 100 awards including five technical Emmy Awards. Snell provides the tools necessary to transition seamlessly and cost-effectively to HDTV, stereoscopic 3D, and 3Gbps operations. Headquartered in the U.K., Snell serves more than 2,000 broadcasters, post facilities, and global media companies in more than 100 countries. www.snellgroup.com

About Professional Solutions Company (PSAP), Sony Corporation of Hong Kong Ltd

Sony is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. Sony's Broadcast & Content Creation Solutions Asia Pacific business is established under Professional Solutions Company (PSAP), a division company under Sony Corporation of Hong Kong Ltd. It markets Sony's leading broadcast systems, professional video and audio products in Asia other than Japan. It also provides customised business solutions, comprehensive technical support and after-sales service to help Sony's customers stay at the forefront of their business.

Please visit our website at <http://pro.sony-asia.com> for more information

About WorldDMB Forum

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital standards of choice in Europe and much of Asia Pacific. Its global membership includes public and commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. WorldDMB delivers advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. Expertise is delivered through industry events, car manufacturers' workshops,

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tailored workshops and seminars, and the WorldDMB website that includes an extensive online ETI library. WorldDMB actively facilitates technical trials and tailored study tours for those countries switching to digital broadcasting. More than 500 million people worldwide can receive DAB/DAB+/DMB, there are well over 1,000 services on air and several hundred varieties of receivers are available.

About ATDI

ATDI is a global leader of software solutions for digital broadcast network planning. In the past 20 years, ATDI's tools and expertise have been used by broadcasters and broadcast regulators in over 50 countries. ATDI's flagship software ICS telecom is recognized worldwide among the most advanced RF planning tools for design and technical analysis of digital broadcast migration, co-existence, network simulations using various digital broadcast standards such as DVB-T/T2, DTTV, DMB, ISDB-T, DAB and more.

ICS telecom gives you high-end technical analysis capacities including, but not limited to, coverage, best server, population coverage, measurement import and model tuning, MFN & SFN interference, frequency assignments, reflections, diffusion effects, microwave transmission network design, etc.

ATDI also provides the ICS manager platform to broadcasters and regulators to assist them in every step of spectrum management, licensing, coordination, and notification.

For more information about ATDI and ICS telecom, please visit www.atdi.com

About the ABU

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. It currently has over 215 members in 60 countries, representing the who's who of the broadcasting industry and reaching a potential audience of more than 3.5 billion people.

For more information about the 2012 symposium, please visit www.abu.org.my or contact Sharad Sadhu at sharad.s@abu.org.my Tel: +(603) 2282-4995.

