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 • Immediate release •

**LEGO for Broadcasters**

*Russian broadcaster ‘TV Gyberniya’ builds with miniHUB optical distribution platform.*

**Norway, September 9th, 2014:** Norwia AS, the leading supplier of next generation optical distribution products is pleased to announce another success story with TV Gyberniya in Russia.

In the spring 2014 Matrix Engineering finalized the installation and commissioning of a new HDTV studio for "TV-Gyberniya", Voronezh city, Russia. The project was a full modernization of equipment so that TV Gyberniya could deliver HD-TV content to their customers. Moving to HD TV meant that limitation in distance would need a fiber based product.

The project was awarded to Matrix Engineering because of their knowledge and expertise in the broadcast area sector. The project called on advanced technologies such as, Tapeless TV production, up to date HD TV camera, Studio lighting based on LED technologies and other modern technologies that were used in providing the winning solution to TV Gyberniya.

Signal transmission from TV station to PTT was needed over a fiber optical communication line. Norwia’s miniHUB was selected as the terminal equipment for this extremely important link. The choice of equipment was made by TV Gyberniya after careful consideration. The existing line has a number of restrictions on resources. Firstly, its lack of available fiber channels, secondly the lack of space in the installation of equipment. Using Norwia miniHUB in the 1RU chassis they were able to place all signals for the 2 receive, and 2 transmit signals in HD-SDI format across a single fibre optical strand.

The other huge benefit for the customer was the AutoSFPTM technology that allows TV Gyberniya to change the signal direction with ease, whenever they would like or add channels when needed.

The Norwia miniHUB, RCONmini is provides an intelligent management system that not only views the parameters of the modules, but also controls their functioning via an IP connection.

TV Gyberniya, is the most dynamically developing TV Company in city of Voronezh, Russia. The channel began broadcasting in 2002 and for the past few years has expanded their coverage to the Voronezh region. This additional 534 settlements gives an aggregate number of more than 2 million residents.

Since 2014 TV Gyberniya began broadcasting in conjunction with the Russian satellite operator “Tricolor TV” in the “Super-Optimum” 'and “Maximum HD”' packages.

“The new complex is just the tip of the iceberg,” said the TV Gyberniya Chief Engineer Mikhail Konovalov. “Modernization of the TV Company began with the purchase of tapeless cameras and editing suits. The move to HD and when we initially tested, compounded the quality jump we experienced. We were stunned by the quality of the pictures. We appreciated the quality of the work from the specialists at Matrix Engineering and their proposed equipment and solutions. They have helped our company to move to a new level of quality of production and broadcasting of programs. But the greatest advantage is the versatility of the system and each element of the overall project, the ability to build blocks of the complex as a designer. We jokingly call it ' TVLEGO' for adults.”

Norwia and Matrix engineering are happy to be part of this new venture for TV Gyberniya and their future vision.

Visitors to the Norwia booth at IBC **(Hall 9, Stand C19– Amsterdam, 12-16 September 2014)** will be able to talk about projects and success story about the Norwia miniHUB Platform.

**Note to editors:** If you would like to make an appointment to meet Norwia at IBC 2014, please contact Catrin Owen, catrin@platformpr.com, +44 207 486 4900.

**About Norwia:**

Norwia is a hi-tech broadcast media equipment manufacturer with a mission to produce products of outstanding value and holds the brand name miniHUB™. Products are developed and manufactured in Norway and marketed globally. Norwia believes in placing the customer as number one as we take our industry knowledge and track record of innovation to the market.

Please visit our website [www.norwia.no](http://www.norwia.no)