

January 2008

In-sync

INSERTERS

SWITCHES

CONVERSION

KEYERS

MIXERS

A slightly belated Happy New Year to you all. Its been a little time since we last sent out a Newsletter, so there's a lot be brining you up to speed on.

Firstly lets talk about some of the success stories for 2007, Microvideo had a mixed year with some delays in launching new products, but we got the HD switches up and running and they are now safely protecting installations as far a field as China, Korea, Slovenia and the US. We also saw great success with inserters and decoders, with Microvideo now inserting all opt-out signals at Bloomberg's London facility as well as all the WS signaling for TVB in Hong Kong.

We have also strengthened our sales and marketing with new partners in France and the USA where we expect to see major expansion.

So what's on the cards for 2008? If you take a look to the side you will see we have strengthened our development capability with the recruitment of Simon Brown. Simon is responsible for all 3G evelopments and the first products scheduled for release are our HD Keyer and Logo store. Both products will be shown at IBC with the Keyer being available from April and the Logo Store available six weeks later.

There is a development roadmap already set out for 2008 which includes inserters, decoders, head-end monitoring equipment and many others all of which, it is intended, will be multi-rate up to 3Gb/s.

Microvideo's decision to work exclusively on developments up to and including 3Gb/s HD standards shows our commitment to future proofing your investments. It is our target to release 3Gb/s products at SD prices, it's a big undertaking but one we believe, with your help, we can achieve.

Finally, we are actively recruiting sales engineers, so if you, or someone you know, wants the opportunity of achieving high OTE's (on target earnings) and is self motivated and capable, get them to get in touch.

Hopefully we'll see many of you at NAB, we're in the South Upper, currently tucked away but on the shortlist to move to a more prominent position. Wherever we end up we look forward to seeing you all there.

Simon Brown rejoins Microvideo design Team



Microvideo announces a new addition to its design team with the appointment of Simon Brown, reporting to CEO Ian Hudson.

Simon Brown studied at Trinity College, Cambridge, before working in the Cambridge area as a

design engineer where he worked extensively on designs for digitizing video images for subsequent computer processing.

This is Simon's second stint at Microvideo. The first was between May '99 and May '01 resulted in a number of designs including the KEY 200 keyer, the entire range of SDI proc amps and a large number of modules for the audio mixer/processor range, many of which are still some of Microvideo's best selling products.

For the past 7 years Simon has worked for an engineering consultancy company providing design capabilities and technology assessment for telecoms and media companies, where he has gained valuable experience in both high volume manufacture and specialist designs.

"Simon brings a very good mix of experience and innovation" comments Ian Hudson. "He combines the technical skills with a good understanding of exactly how customers use the equipment, which gives practical solutions to some very complex problems"

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