

# October 2006

In Sync

INSERTERS

SWITCHES

CONVERSION

KEYERS

MIXERS

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Welcome to the second Microvideo e-news letter. Is it really a month since IBC?

At Microvideo we've been busy redesigning websites, commissioning new products and undertaking a range of new product developments for release over the next twelve months, these developments will maintain Microvideo's position as one of the broadcast market's most innovative signal processing companies.

Designing a new look and feel for your products is always exciting, but it also has practical value. Higher demands on hardware mean that, in general, HD products run hotter than their SD counterparts. This means a great deal of attention must be given to the design of multi-card rack systems, especially with regards to ventilation, in order to maximise performance and life. Redesigning our racks has also given us the opportunity to revise our user interface, which will make our product setup simple and far quicker than previous versions.

The new range of rack frames is due for launch in 2007.

## Revised website launched



Microvideo are committed to provide the best customer service in the business. This starts with making all information easy to find, and our new website is the first step in making that happen.

No information should be more than three 'clicks' away. Microvideo products are often complex, so providing information in a concise manner and allowing easy navigation through the range is the first step in making it easier for customers to identify specific products to meet their needs.

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