

September '06

In Sync

INSERTERS

SWITCHES

CONVERSION

KEYERS

MIXERS

All in a day's work!! Microvideo improve customer support, redesign product range and recruit staff.

Microvideo were acquired in July of this year by i4b Limited, a company owned by Ian Hudson, a long term veteran of the Electronic Display market. "A lot has been achieved in the three months since taking over the reigns" says Ian Hudson, "in a short space of time we have made a number of product improvements and revised our services to improve support for all our customers."

"To improve our customer support we have redesigned our website with an objective that the customer will have access to anything on the site within three clicks. Microvideo products are complex and it is our aim to make understanding, buying and using them as simple as possible". The website can be found at www.microvideo.co.uk.

The thrust of the new product range centers on Microvideo's core strengths in Data Bridges and Switches. "In both Data Bridges and Switches Microvideo have unique features, for example all Microvideo Data Bridges are user programmable allowing embedded data to be stripped from one video source and placed in a second video stream in whichever line the operator specifies, the new HD/SD bridge will allow the same features but will allow data embedded in the SD stream to be fed into an HD signal and visa-versa". Microvideo have also increased there range of HD switches with the launch of the HDS201s a 2x1 synchronous switch designed for live applications giving automatic emergency switching capability in the event of signal loss. By synchronising the timing of the two inputs the HDS201s will switch seamlessly between HD inputs with no disruption to the transmitted picture.

New 1U and 3U frames are also being launched. "This is not just a cosmetic exercise" says Dan Brennan, Operations Manager "we've also worked hard to improve the performance, specifically the airflow, which will further improve our reputation for quality and reliability. The redesign has also allowed us to work on cost reduction and we have begun work on a 2U frame, all these are features, from which the customer will reap the benefit, is part of our strategy to maintain and grow Microvideo's market position."

To keep up with the continued growth of the business Microvideo are actively recruiting Design Engineers, Product Managers and administrative support personnel, "These are exciting times in the broadcast market and Microvideo are committed to playing a major role in shaping that market"

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