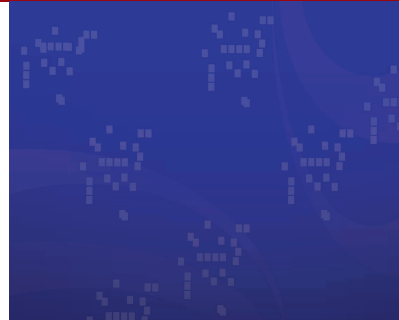


MicroVideo launch new dealer program  
new products - new initiatives - new level of commitment and support



## New Appointment

Microvideo have appointed Mark Townsend to further improve its support in the EMEA territories

Mark has held positions with Quartz, Evertz and Bluebell Opticom and has over 20 years experience in the broadcast market.

Mark can be contacted on  
01223 834 119

## Major wins

TVB Hong Kong recently installed a large quantity of inserters. When a piece of equipment is in Key position within the broadcast chain reliability is paramount. After considerable head to head testing and evaluation Microvideo were the obvious choice.

A major broadcaster of an international motor sports competition are now using Microvideo HD logo generators and switches. This is probably the worlds largest 'mobile' broadcast facility, touring the world for 9 months of the year. Breakdowns are simply not acceptable. Microvideo quality was once again the deciding factor.

Korean Broadcaster KBS have installed Microvideo protection switches throughout their new HD broadcast facility in Seoul. Evaluation was the toughest we've ever been through, but Microvideo performance, quality and ease of use won the day.

**MicroVideo**

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It's been a while since I took the opportunity to update you of life at Microvideo. We've been very busy preparing for the launch of our new 3G range of products. The 3G range represents the highest performance and lowest cost of ownership in the broadcast industry and gives Microvideo and our partners the opportunity to capture the lions share of the new HD business we're all seeing.

Times are now pretty good in the broadcast industry, at least for those who have responded to the changes our customers have been asking for. I know some of the smaller companies who have not had either the engineering or financial resources to develop the products or the commercial structure to support these demands, are finding life difficult. But those who have listened and responded can look towards a very bright future.

There are some very simple things that make a major difference. Take our new frame for instance. Customers are asking for remote management systems. The simplest way of supporting this request is through SNMP (simple network management protocol) via a TCP/IP Ethernet connection. Many suppliers have responded by adding Ethernet to their cards. Excellent. Now the user has access to all cards. But if you have 15 cards in a frame you need an external router and 15 patch cables, you need to configure the router, set up the system (have you tried setting up a home network?). Not only do you have the additional setup time, cost, risk of error, but you also lose an all important I/O on each card.

At Microvideo we do things differently, our frame has its own built in router, 1 connection, 1 cable, no lengthy set up, no hair pulling trying to get a third party router to work, simple, cost effective, and set up is child's play.

The same can be said for thermal management, timing references, GPI's, Tally, RS232/422, it's all a result of attention to detail, listening to our customers and starting from the premise that at Microvideo "we do it better" and we do it better because we listen.

So what new products are rolling out to accompany the new frame? The first products to roll off the line are switches; HD, SD, ASI all auto-switching, all clean and all seamless on loss of primary input, but now, not only are they 1080p compatible but they're 3 x 1 as standard. Orders are already in place from key customers, shipments commence from July 08.

Branding products are also rolling out; HD Keyers and two logo generators, obviously all 3G capable. The Logo Generator is available in two flavours, the first allows key and fill outputs for downstream keying, the second give up to 3 still or animated logos from a single card, both cards can be daisy chained and controlled via Ethernet, RS422/232 or by GPIs

Once again Microvideo have advanced orders from major broadcasters for our branding products, shipments will begin in August.

Next on the rollout are HD inserters, decoders and data-bridges which will

be available from Q4, and there's much more beyond.

We're not stopping there. We are committed to being the number 1 supplier in the broadcast market globally, but we can't do that alone. We need our dealers to work with us. We need commitment from those dealers and we need to offer a level of support to those dealers that helps them win profitable business. In order to achieve this we have appointed dealer support engineers for Europe and the USA and are actively seeking the same for our Asian network. In order to give those dealers the maximum return we will be introducing a partnership program. Dealers who are pro-active, who present Microvideo to every opportunity, who support us at trade shows and who offer feedback to help plan future product developments will be rewarded with promotional support in the form of their logo appearing on advertising, email, PR and direct mail promotions in their region. They will also receive additional discounts to reward their achievements, support at their trade shows, and much more.

Being a profitable dealer in a crowded market like ours requires commitment from the supplier and the reseller. It's a two way street and a win-win proposition. If you're ready to commit to win with Microvideo, call Mark Townsend and he'll run you through the details.

I look forward to welcoming you to the new era, lets succeed together.