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 Press Release #9- 2011

 • Immediate release •

**miniHUB gets Ethernet**

*Norwia’s format flexible OC-4B-SDI card is enabled for Gigabit Ethernet optical media conversion.*

Norway, August 22nd, 2011: The versatile one-card solution is now capable of Gigabit Ethernet.

This breakthrough is a first of a kind that enables existing and future users the ability to use the same card (OC-4B-SDI) for Ethernet transport one day, and repurpose another day for any SDI format, ASI and numerous non re-clocked formats.

The total cost of ownership is reduced further in keeping less spares, less product training and the ability to repurpose redundant circuit from SDI to Ethernet in peak demand periods. This is the true value of a 1 card solution that the miniHUB optical distribution platform delivers.

The miniHUB™ unique format flexible and application flexible properties give the customer a building block tool that provides Optical links, Optical distribution, Optical transponder, add/drop/pass networks and now Ethernet distribution, all on the 1 card and all at the user’s discretion.

The flexibility of having a true one-card solution gives greater economic benefits from purchase, to installation, to maintenance and back again to repurposing. Norwia’s optical distribution solution can morph and replaces 7 or more different cards that exist on the market today, and that’s just the beginning.

 The miniHUB™ optical distribution platform is the only distribution platform on the market that provides this unique combination with a single one-card solution.

Come and see the next generation application flexible, format flexible Optical distribution platform at IBC2011.

**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)