­­

|  |  |
| --- | --- |
| Contact: Tracey J W Ford  Phone +47 97198293  Email [info@norwia.no](mailto:info@norwia.no)  Skype norwia\_tracey | Kilgata 12  3217, SANDEFJORD  NORWAY |

Press Release # 2 2014

• Immediate release •

**Norwia Simplifies the Future of Production @ IBC2014**

*miniHUB™ enables Norwia to offer flexible, cost effective and future proofed remote production solutions*

**Norway, August 18th, 2014:** Norwia AS, the leading supplier of next generation optical distribution products, will showcase its range of cost effective, flexible and future proofed solutions aimed at simplifying the production process at IBC 2014 (Hall 9, Stand C19).

Norwia are continuing to collaborate with leading production, TV and broadcast companies to provide remote production solutions that reduce cost and maximize operational flexibility. Norwia provides solutions based upon its highly flexible miniHUB optical transport solution for remote production that are able to bridge the gap between profitability and the delivery of content.

IBC visitors will be able to see exciting demonstrations of this leading remote production solution which show why it is gaining increased traction with broadcasters and production companies.

miniHUB has been designed to ensure it meets the three main requirements of broadcasters looking to move to remote production:

* contribution of pristine video and audio quality
* control of cameras and lighting is not affected by the distance between the studio and the OB location
* production staff can communicate efficiently so that the program can be made just as well when the audio engineers, lighting controllers, technical directors and vision directors are kilometers rather than meters from the cameramen and the live action.

Norwia will also showcase a fully functioning broadcast redundant ring structure at IBC. This fully flexible optical blade with next generation miniHUB interface is made possible by Norwia’s unique AutoSFPTM technology. It is configurable as a multiple fiber solution or a multiplexed backbone structure that provides redundancy in both main and redundant fiber paths ensuring fiber can travel either direction and maintain signal integrity.

The Norwia booth will have two identical miniHUBs demonstrating the power of its AutoSFP functionality, including seeing miniHUB change functionality automatically. The demonstration includes how users can easily change the solution to obtain over 200 combinations.

The dynamic miniHUB platform only needs one card to deliver all functionality through simple configuration while signal capacity can be easily added without having to worry about complex calculation of bandwidth. The platform is protected against power outages and ensures other locations continue to receive signals between each site. Norwia will have a three node ring structure set up on the booth via the miniHUB. Visitors will be able to see the redundancy of the system, as Norwia break the fiber ring to simulate the redundancy and remove power from a site to see how the signal passes uninterrupted through the location.

The company will also showcase its 4K/UHD 12G-SDI solution for next generation standards that solves the distribution challenges facing higher bandwidth signals. This adaptable solution can handle any project with ease due to the AutoSFP functionality that configures the card instantly eliminating the need for additional cards, reducing cost and increasing hardware ROI.

“We are proud to have gained significant traction in the broadcast market and are looking forward to the opportunity to bring our simplified solutions to the global stage at IBC 2014. Our simplified production focussed solutions lower operational costs and streamline the production of live television,“ said Tore Steen, Chief Executive Officer, Norwia. “We will also demonstrate how we are enabling remote production in 4K as we show our new 4K/UHD 12G-SDI solution at IBC.”

Visitors to the Norwia booth at IBC **(Hall 9, Stand C19– Amsterdam, 12-16 September 2014)** will be able to see these solutions first hand and discuss the benefits with experts on site.

**Note to editors:** If you would like to make an appointment to meet Norwia at IBC 2014, please contact Catrin Owen, [catrin@platformpr.com](mailto:catrin@platformpr.com), +44 207 486 4900.

**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)