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 • Immediate release •

**Norwia Makes Remote Production Ready for Prime Time @ IBC2014**

*miniHUB™ optical solution takes remote production to new heights*

**Norway, September 1st, 2014**:  Norwia AS, the leading supplier of next generation optical distribution products, will showcase its simplified and unique miniHUB solution for remote production at IBC this year (Hall 9, Stand C19).

The miniHUB remote production platform enables broadcasters to utilize all capabilities of in house production equipment and staff for outside broadcasting. With miniHUB, a broadcaster removes the requirement for location equipment for production of live events. It enables broadcasters to contribute video, audio and control signals from the OB site to the studio, slashing location production cost and providing a greater return on investment in studio equipment.

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

* The contribution of pristine video and audio quality
* The control of the cameras and lighting is not affected by the distance between the studio and the Production 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.

“The Norwia miniHUB remote production platform enables an outside Production event to be managed and controlled just as well from the central studio as at the Production location – making remote production truly ready for prime time,” said, Tracey Ford, Chief Sales and Marketing Officer, Norwia. “Distributing video uncompressed over fiber means that latency is virtually zero, so that audio, cameras, lighting and video can be controlled from the familiar studio environment rather than from an OB truck. This slashes production costs and enables broadcasters to take remote production centre-stage.”

The miniHUB is an elegant and seamless solution for remote production over fiber. It’s the most flexible remote production solution on the market today and continues to gain traction with broadcasters as it bridges the gap between profitability and delivery of content. Norwia collaborates with leading production, TV and broadcasters to ensure that remote production can now take centre stage for live event production.

Visitors to the Norwia booth at IBC **(Hall 9, Stand C19– Amsterdam, 12-16 September 2014)** will be able to see the remote production solution 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, +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)