



**IBC2006: Stands 1.241 and OEE100**

**Exhibiting: uPod, uPod Fly Drive, production uplink vehicle, Target TV and Satellite Booking System**

## **SISLink to demonstrate strong product portfolio at IBC2006**

Now in their 8<sup>th</sup> year of exhibiting at the show, SISLink will once again be demonstrating their wide range of broadcast solutions to the crowds at IBC2006 this September. The Amsterdam-based show is the ideal platform for SISLink to display their progressive technology, including the new generation of the award-winning uPod – the Fly Drive - and SISLink's state-of-the-art online booking system.

SISLink has lead the field in European broadcast solutions for many years and with a product portfolio as impressive as theirs, it is easy to see why. With over 60 uplinks and 40 uPods in the field, it now has the biggest fleet of remotely operated automated uplinks, offering ultimate broadcast solutions to the industry, whatever the requirement.

SISLink's news-specific uPods will be just one of their products to demonstrate their capability at IBC2006. These uplinks have become central to the work of clients such as ITN, ITV, Sky and At The Races, providing versatile and fully mobile broadcast facilities to the industry. And now, uPod Fly Drive offers all of the functions of the original uPod but with the additional ability to dis-assemble and pack into airline weight approved flight cases for international deployment.

Paul Stevenson, Controller of Operations, ITV News "The rollout of the fleet of 16 uPods across the ITV regions has represented a major commitment by ITV, and a close partnership with SISLink. Undoubtedly this has transformed our news-gathering capabilities. The highly automated nature of these uplinks has enabled us to develop flexible teams to work these in the field, able to provide a range of production skills that add to our production capability on location."

Alongside uPod, SISLink's production uplink vehicle will demonstrate how effectively an astounding number of functions can be incorporated into one vehicle for comprehensive yet effortless broadcasting.

SISLink is committed to research and development and has always been motivated by a thorough understanding of the needs and requirements of the broadcast industry. Using this insight, SISLink has developed a new online booking system, a unique facility that allows users to book space and track satellite requirements via a secure portal accessible from any internet connection, giving users ultimate flexibility and the ability to control the system remotely. This will also be exhibited at the show."

Finally, visitors to the exhibition will have an opportunity to see the latest addition to the SISLink portfolio - Target TV. This fully managed video and audio data system has been developed with the needs of marketers, event organisers and business people in mind, making it possible to broadcast messages to a captive audience at locations as diverse as airports to supermarkets.

David Meynell, Managing Director of SISLink "We are extremely pleased to once again be exhibiting at IBC and look forward to demonstrating our full product range. This not only includes the new uPod Fly Drive but various innovative developments such as uPod shoot



edit and uPod OB. These new systems, already delivered to some clients, fully utilise vehicle space made available by the uPod system and provide our clients with highly specified yet cost effective systems unrivalled in the industry."

*SISLink will once again be supporting IBC TV News for the duration of the show and will broadcast their footage worldwide, with transatlantic satellite capacity and turnaround services to North America from Intelsat.*

Come and visit SISLink at IBC2006, stand 1.241 inside and OEE100 outside and find out what makes SISLink's product portfolio so impressive!

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