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## **360 Systems Products Widely Used By Middle Eastern Satellite TV Providers**

**Westlake Village, CA (August 13, 2007)** --- The broadcast community in the Middle East is increasingly turning to 360 Systems Image Servers and their 2470 Broadcast Time Delay as reliable, affordable solutions to meet escalating demand for satellite TV broadcasting in the Middle East, a market that is predicted to double by 2010.

There are currently nine 360 Systems Image Servers in use at Noorsat, a Bahrain-based satellite provider that transmits eight pay-TV and free-to-air (FTA) services, carrying more than 100 TV channels on its three direct-to-home satellites reaching the Arab world and Europe.

Noorsat prefers Image Servers because they are cost-effective, reliable and simple to operate, making them ideal play-out servers for a growing number of TV stations using Noorsat services.

Three Image Servers handle play-out at Samacom, a vertically integrated satellite services provider in Dubai, United Arab Emirates, that operates several digital direct-to-home platforms. In addition, an Image Server is in use at UAE-based Ajman TV channel 4, broadcasting locally and via satellite to 26 channels in the Middle East, Africa and Europe.

Middle Eastern satellite providers also use 360 Systems' 2470 Broadcast Time Delay units to re-broadcast to different time zones. Four 2470 Delays transmit time-delayed programming for Orbit Communications, a satellite provider operating 24 TV and 24 radio channels, which serve 50 million viewers across the Middle East and Africa.

### **360 Systems Image Servers**

First introduced in 2003, the Image Server product line is now the top-selling video server in its class. A selection of models offer feature sets matched to various applications, including television stations, cable networks, satellite uplinks, time-zone delay, and Pro A/V markets.

The Image Server family of broadcast video and graphics servers continues a 360 Systems tradition of designing with advanced technology to produce enhanced performance, exceptional feature sets and substantially lower prices. Image Servers are produced in various configurations to meet the needs of users in many different industries.

360 Systems will demonstrate all their audio and video products at the IBC Exhibition September 7-11, 2007, Stand 8.360. For more information on their products and local/regional distributors, contact 360 Systems at (818) 735-8221 or visit [www.360systems.com](http://www.360systems.com).

### **360 Systems 2470 Broadcast Time Delay**

Designed to compensate for time zone differences encountered in the delivery of video content, the 2470 Delay can be programmed to any time interval required, from 20 seconds to more than 24 hours. The 2470 Delay can also be used by local broadcasters to delay incoming feeds for re-broadcast at a specific local time.

The Time Delay's advanced feature set includes embedded audio, AES/EBU and analog audio, SDI and composite video, and all VBI data. Unique among delay products, the 2470 Delay is capable of maintaining single-frame accuracy over an infinite time period. Another advantage is a multi-drive RAID array, which guards against program loss in the event of drive failure. The 2470 Delay automatically restarts in the event of power loss, without user intervention.

### **About 360 Systems**

360 Systems is a leading developer of top-selling technology for broadcasting and Pro A/V. The company has a 35-year legacy of delivering award-winning hardware solutions that bring efficiency and economy to content delivery. With more than 30,000 installed hard disk units around the globe, 360 Systems' brands include Digicart<sup>®</sup>, Instant Replay<sup>®</sup>, Short/cut<sup>™</sup> Editor, the Image Server<sup>™</sup> and Maxx families of video servers.

360 Systems is a privately owned corporation based in Westlake Village, California. More information is available at [www.360systems.com](http://www.360systems.com).

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