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### **360 Systems' Time Delay provides reliability and global delivery for Sparrowhawk Broadcasting**

**Westlake Village, CA (March 27, 2007)**---When a state-of-the art digital facility originates a high volume of video and audio content for 20 channels to five continents, reliable timing is essential. That's one of the reasons Sparrowhawk Broadcasting Services (SBS) chose two 360 Systems' 2470 Broadcast Time Delay units for its network operations center in Denver.

Besides reliability, other factors that influenced the choice included the Time Delay's transparency to embedded audio, and ability to operate on a dual standard – PAL format for Europe/Middle East/Asia/Australia and NTSC for North America.

"We purchased two Time Delays for redundancy – that's what we do with all critical equipment," noted SBS Director of Engineering Brett Pierce. "Besides features and price, we like the fact that if it loses power, the 360 Systems' Time Delay does not need to be reprogrammed."

Leading broadcasters throughout North America, Europe, and most recently Asia are embracing this affordably-priced solution for managing program delivery in multiple time zones.

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 compensate for different time zones during transmission, or be used by local broadcasters to delay incoming feeds for re-broadcast at a specific local time.

The 2470 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, 360 Systems' offering 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 is able to restart itself 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 audio and video solutions that bring efficiency and economy to content delivery. 360 Systems' brands include the Image Server 2000™, Instant Replay®, DigiCart®, and the Short/cut™ Editor. 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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