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Proven Players: 360 Systems And Hardata Equip Golf Channel Latin America

Westlake Village, CA (April 16, 2009) --- When Daniel Villa, Technology Manager for the Golf Channel L.A., peered inside the building shell that was to be Latin America's first Spanish language golf channel, he saw architects, construction workers and the daunting challenge of transforming the empty space into a world-class production and broadcast center. And he knew exactly who to call to fast-track the project for a successful station launch.

[Golf Channel Latin America \(GCLA\)](#) is the first broadcaster of Spanish-language golf programming for all of Latin America and Brazil, offering 24-hour continuous golf programming broadcasted exclusively on channel 616 of DirectTV and channel 105 of Cablevision Digital and Multichannel Digital. Mr. Villa was tasked with the technical assignment of building-out the station from scratch, and called on a proven partner - Hardata, based in Buenos Aires - to engineer and develop the complete infrastructure, from transmission lines to satellite ground station to full digital video production facility.

Bare Walls to State-of-the-Art

The Golf channel's 400 m² broadcast center houses a 12-person production team along with four staff journalists for transmissions.

Most of the GCLA technical staff and the Hardata engineering team were former colleagues at América TV, Channel 2 in Buenos Aires. "Our teams already knew each other and experienced success together," Villa said. "We were confident in Hardata's ability to solve our engineering problems, and to also build our play-to-air system around a foundation of proven technology - the Hardata HDX automation platform and 360 Systems video servers."

GCLA's master control center is built on an optical fiber transmission backbone, and the heart of the all-digital production center is a pair of 360 Systems' servers controlled by Hardata's HDX Video software.

Proven Technology Speeds Workflow

"The Image Server/Hardata HDX combination gives us great flexibility in managing workflow," Villa said. "The flow of content from satellite ingest to playout is fully automated. Because the Image Server is compatible with Final Cut Pro®, our production team can import program files directly from the server, then assemble and sequence playlists with the server's interface. Play-to-air is fully automated by the Hardata HDX, controlling the Image Server's SDI output channels."

Today, GCLA broadcasts up to 12 hours of regional programming daily in addition to Spanish-dubbed content from the USA Golf Channel. They also produce a weekly highlights show, *El Resumen* (The Summary) that airs on Sunday nights. GCLA holds the Latin American rights to broadcast PGA Tour, European Tour, Challenge Tour, European Senior Tour, Nationwide Tour, Champions Tour, and LPGA Tour events, along with live broadcasts of the international Ryder Cup, President's Cup, and Solheim Cup matches.

For additional information, please contact 360 Systems (818-991-0360, www.360systems.com) or Hardata Argentina (www.hardata.com).

Both 360 Systems and Hardata will be exhibiting at [NAB 2009](#) in Las Vegas, April 18-23. 360 Systems is located at N-4120 in the North Hall, and Hardata is in the South Hall SU13814.

About 360 Systems

360 Systems is a leading developer of digital video and audio products for broadcasting and Pro A/V. The company has a 37-year legacy of producing award-winning designs that bring efficiency and economy to content delivery. Brands include Digicart®, Instant Replay®, Image Server™ and MAXX™ families of video servers.

360 Systems is a privately owned corporation based in Westlake Village, CA. More information on its products is available at www.360systems.com.

About Hardata

Founded in 1997, Hardata is a developer of software solutions whose mission is to facilitate management of audio, video and text assets for radios, TV stations and entertainment enterprises, public or private. The solutions developed by Hardata are used by standard IT hardware to control peripheral equipment commonly used in radio and TV operation, allowing the organizations to digitally capture, manage and store content.

Hardata is headquartered in Buenos Aires, Argentina, with distributors in more than 30 countries. Hardata offers local support to more than 6,000 customers around the world including premier radio networks such as Cadena COPE from Spain; Grupo Clarín (Radio Mitre; MF100; Artear; Canal13); Ideas del Sur; Canal 9; Infobae (Radio Diez; Mega 98.3) and Grupo CIE from Argentina, Cadena Radioactiva from Chile; Grupo Crystal 7 and Grupo ACIR from Mexico, among others.

More information on its products and services is available at www.hardata.com.

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