



PRESS RELEASE

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Arqiva brings the Natural History Museum's Dino Jaws exhibition to life

- **Arqiva supports Natural History Museum at Dino Jaws launch**
- **On-site Occasional Mobile Services enable live broadcasts**
- **Live launch coverage on GMTV, Europe's biggest breakfast TV station**

The Natural History Museum is working with Arqiva to make live broadcasting facilities available at the world famous London museum. At the recent launch of the Dino Jaws exhibition, Arqiva's Satellite Media Solutions provided a complete Occasional Video solution to the Natural History Museum, including an on-site Satellite News Gathering (SNG) truck, offering broadcasters a cost-effective and flexible way of covering the event. With Arqiva providing an on-site SNG, camera crew and space segment services as well as turnaround at the BT Tower, GMTV made full use of the facilities and aired a live piece, including a two-way link, from the Natural History Museum on the morning of the Dino Jaws launch.

Sarah Hoyle, Media Relations Manager at the Natural History Museum said, "The launch of Dino Jaws, our new summer family blockbuster exhibition bringing visitors face-to-face with ten amazing moving dinosaurs, was our biggest press event of the year. Arqiva provided us with a perfect solution that enabled broadcasters to cover all the action without having to bring their own equipment into the museum. This made the entire process straight-forward and easy to manage and resulted in some great coverage of Dino Jaws on GMTV."

Simon Thrush, Commercial Director of Broadcast Services, Arqiva Satellite Media Solutions, added, "We've worked with the Natural History Museum for a number of years and are proud to support its work. Our Occasional Mobile Services enable broadcasters to cover an event in a cost-effective way and we're delighted to be able

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to generate valuable extra publicity for the Natural History Museum. Following the success of the Dino Jaws launch, we're now looking to provide the service for the museum's future events."

Featuring lifelike moving dinosaurs, Dino Jaws explores the sometimes gruesome, and often disgusting, subject of dinosaurs and their food. Bringing together intriguing fossil evidence, fun hands-on exhibits, scientific insights and realistic animatronics, Dino Jaws reveals everything scientists now know about what and how dinosaurs ate.

- Ends -

More on Arqiva

Arqiva has a 50-year history in transmission and has helped pioneer the technologies of the digital age. The company has five operating divisions:

- **Satellite Media Solutions** – provides high quality and flexible solutions to a diverse range of international customers. Includes permanent and occasional broadcast services as well as IP, voice, data and digital media networks. Operational bases in London, Gerrards Cross, Winchester, Feltham and Bedford.
- **Terrestrial Media Solutions** – provides national transmission for UK commercial television including ITV, Channel 4, Five and associated digital multiplexes, playing a leading role in the run-up to digital switchover. Transmission services also provided to vast majority of UK independent radio stations, both analogue and digital.
- **Mobile Media Solutions** – new division dedicated to establishing a Mobile Broadcasting network in the UK. Arqiva is platform-neutral and has mounted pioneering technical and commercial Mobile Broadcasting trials with partners such as Microsoft, O2 and Nokia.
- **Wireless Solutions** – provides market-leading, multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. This is done through a portfolio of over 2400 towers, masts and managed sites, plus InBuilding (indoor coverage) and CityCell (urban coverage) products
- **Public Safety** – provides frontline communications for the UK emergency services, government agencies and commercial organisations including design and installation, system maintenance and fully managed services for mobile radio, telecommunications and mobile data solutions.

www.arqiva.com

More on the Natural History Museum

Winner of the 2006 Independent award for the UK's favourite museum, gallery or heritage attraction at the Museum and Heritage Awards for Excellence, the Natural History Museum is also a world-leading science research centre. Through its collections and scientific expertise, the Museum is helping to conserve the extraordinary richness and diversity of the natural world with groundbreaking projects in 68 countries.

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