



## PRESS RELEASE

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### **Arqiva's new HD OB trucks score at the Carling Cup Final**

- **Arqiva's high-definition OB trucks capture all the action of the Carling Cup final**
- **Sky Sports broadcasts first domestic final of the 2006/7 season in HD**

As part of the three-year contract with Sky Sports announced last year, Arqiva's state-of-the-art HD outside broadcasts trucks played a crucial role in the dramatic 2007 Carling Cup final, enabling Sky Sports HD viewers to watch all the action in full, high definition.

The match was the first football final in the UK to be broadcast in HD, since the launch of Sky's service in May 2006.

Both of Arqiva's new HD OB trucks, built to specification by Sony, were at the Millennium Stadium in Cardiff to capture all the thrills and spills from the first major English football final of the 2006/7 season.

The trucks are equipped with 20 HDC-1500 HD cameras, two HDC-3300 HD Super-Motion cameras, four HDCAM HDW-D2000/20 VTRs, one HDCAM SR SRW-5500 VTR and a MVS-8000A Multi-Format Switcher.

Mick Bass, Managing Director of Arqiva Outside Broadcasts, commented: "We're delighted that Arqiva's OB facilities were there to capture the drama and excitement of the game in HD. The exceptional picture quality HD offers enables Sky Sports HD viewers to have an even better experience which proves especially memorable in important games such as the Carling Cup Final – and this match proved to be a fantastic showpiece for HD."

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### 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 mobile broadcasting networks. 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](http://www.arqiva.com)

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