



PRESS RELEASE

Date: 15 September 2008

Arqiva transmits world first – live transatlantic broadcast in Stereoscopic 3D to IBC

- **First transatlantic High Definition Stereoscopic 3D broadcast**
- **Live feed from Los Angeles to Amsterdam**
- **1000 IBC delegates watch interview with Jeffrey Katzenberg**

Arqiva announced today that it has successfully delivered the world's first transatlantic 3D High Definition broadcast, at the International Broadcasting Convention (IBC) in Amsterdam. IBC chose Arqiva to provide the satellite connectivity between the USA and Europe, with other key technologies being provided by industry leaders including Real D, Christie and 3Ality Digital.

Over 1000 delegates watched a live interview with Dream Works Animation SKG CEO Jeffrey Katzenberg on Sunday 14 September. The satellite transmission was uplinked from Los Angeles, USA and transmitted in a single hop via the IS9 satellite owned and operated by Intelsat - Arqiva's chosen Digital Cinema satellite partner. An Arqiva SNG truck downlinked the signal in Amsterdam, Holland, enabling the IBC audience to experience this world first.

"Digital Cinema is an important new medium and demand for alternative content is growing rapidly," said Barrie Woolston, commercial director at Arqiva's Satellite Media Solutions division. "Live 3D High Definition broadcasts add an exciting new dimension to the audience experience and present significant opportunities for live event organisers and exhibitors. The big screen is the perfect showcase for the 3D experience and this demonstration has highlighted its enormous possibilities for driving revenues across an exhibitor's network."

- Ends -

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About Arqiva

Arqiva operates at the heart of the broadcast and mobile communications industry and is at the forefront of network solutions and services in an increasingly digital world. The company provides much of the infrastructure behind television, radio and wireless communications in the UK and has a growing presence in Ireland, mainland Europe and the USA.

For broadcasters, media companies and corporate enterprises Arqiva has end-to-end capability ranging from outside broadcasts, satellite newsgathering, studios, playout, satellite distribution and terrestrial transmission, the latter including digital switch over and mobile TV development.

In the communications sector the company supports cellular, wireless broadband, video, voice and data solutions for the mobile phone, public safety, public sector, public space and transport markets.

Arqiva has its headquarters in Hampshire, with other major UK offices in London, Buckinghamshire and Yorkshire. It now has ten international satellite teleports, over 60 other manned locations, and around 3500 shared radio sites throughout the UK and Ireland including masts, towers and rooftops from under 30 to over 300 metres tall.

The company is owned by a consortium of investors led by Macquarie Communications Infrastructure Group and has five operating divisions: Terrestrial Media Solutions, Satellite Media Solutions, Mobile Media Solutions, Wireless Solutions and Public Safety.

Major customers include ITV, Channel 4, Five, the BBC, BSkyB, Classic FM, the five UK mobile operators, the RNLI and the Metropolitan Police.

www.arqiva.com

For more information please contact:

Bethan Thomas/Nick Clark

Nelson Bostock Communications

Tel: +44 (0)20 7792 7425

email: bethan.thomas@nelsonbostock.com

Bruce Randall

Arqiva, Winchester

Tel: +44 (0)1962 822582

email: press.office@arqiva.com