



NEWS ALERT

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Arqiva pioneers live 3D cinema distribution for O2

- **Arqiva has pioneered live 3D cinema distribution with the successful broadcast of two Six Nation rugby matches for O2**

Arqiva provided O2 with the technical solution for live 3D delivery of 'The RBS Six Nations' rugby into 40 UK cinemas this February. Arqiva, working closely with Arts Alliance Media, installed, configured and tested a unique 3D distribution network which successfully delivered two events on a scale never before tried in Europe.

Barrie Woolston, Commercial Director at Arqiva Satellite & Media, said: "This was an unprecedented project which demanded very close co-operation with our technical partners and all elements of the broadcast chain. Its success demonstrates that large scale live 3D cinema broadcasts are possible and that Arqiva's proven technical solution presents real commercial opportunities for events organisers and cinema owners."

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