

Arqiva launches Workflow and Broadcast Tools solution

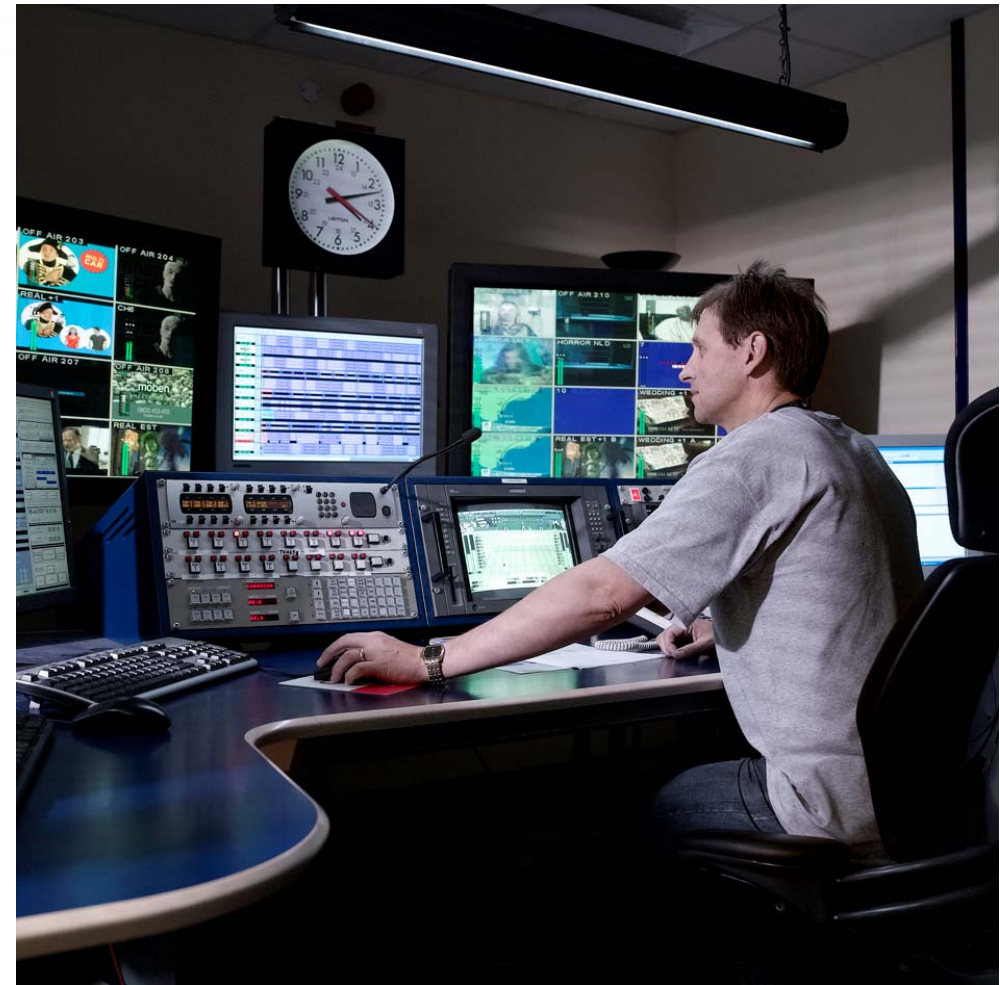


Arqiva's exciting Workflow and Broadcast Tools solution enables broadcasters and content owners to move to a more efficient, tapeless environment and make cost savings.

Digitised content allows broadcasters to store and edit content easily, making distribution across different platforms and to a wider audience much more efficient. Offering greater economies of scale, Arqiva's solution also allows broadcasters to remotely manage their content workflows and also reduce the time to get content to air from three months to three weeks or less.

Arqiva's solution includes a unique modelling tool which allows effective planning of broadcasters' workflows from the outset, bringing predictable efficiencies. This enables channels to manage their operations with greater efficiency and cost-effectiveness.

John Dunlop, Head of Marketing Services, Arqiva Satellite Media Solutions, said, "Broadcasters and content owners have been tied to tapes for years and our Workflow and Broadcast Tools solution offers significant savings on current operations and keeps the cost of accessing new platforms, such as Mobile and the Web, to an absolute minimum. The modelling tool makes the resources required to access new platforms much more predictable and transparent".



8th September 2006

Visit Satellite Media Solutions at www.arqiva.com