

VOOM HD Networks selects Arqiva to expand RUSH HD channel into Europe



VOOM HD Network's 24/7 high-definition channel devoted to extreme sports and adrenaline action, RUSH HD, launched on the Sky digital satellite platform on the 7th April.

Arqiva are pleased to have been chosen by VOOM HD Networks to provide fibre connectivity and uplinking of RUSH HD to the Sky platform – supporting VOOM's planned expansion into Europe.

RUSH HD is a 24/7 HD channel, delivered in 1080i high-definition format with Dolby Digital 5.1 surround sound. The signal for the 15Mb MPEG-4 1080i format HD channel is sent via fibre from Rainbow Network Communications Broadcasting & Technology Centre in New York to Arqiva's teleport facilities in Chalfont Grove, UK, where the feed is multiplexed and uplinked onto Arqiva's Eurobird satellite capacity for broadcast on the Sky platform.

"I've had the opportunity to work with Arqiva on other channel launches and found the company extremely solution-oriented, with the customer firmly in mind at all times," said Glenn Oakley, VOOM HD Networks' Senior Vice President, Global Operations and Business Development. "In preparing the international launch of RUSH HD, we selected Arqiva not only for this strong customer service approach, but also for its working relationship with Sky and its commitment to the future of HD broadcasting."

8th April 2008

