

Arqiva and SAT-GE to deliver MPEG-4 High Definition platform to Asia Pacific



Arqiva's Satellite Media Solutions division are joining forces with SAT-GE, a subsidiary of General Electric, to provide an Asia Pacific satellite-based High Definition (HD) video platform. Work has already begun on the new platform that will enable broadcasters to distribute and contribute HD and Standard Definition (SD) channels to Asian-Pacific broadcasters and cable head-ends.

Andrew Jordan, SAT-GE President & CEO said, "We are excited about working with Arqiva to deliver video services to the growing market. The MPEG-4 technology behind the new platform will enable broadcasters to deliver HD content at an extremely cost-effective price and will encourage SD broadcasters to enter into progressive HD delivery. Arqiva's global infrastructure and international reputation for delivering exceptional levels of reliable connectivity makes them the ideal partner for this project."

Simon Thrush, Senior Vice President for Arqiva in the US added: "The Asia Pacific market offers tremendous opportunities for broadcasters, and Arqiva is excited to be facilitating this growth with SAT-GE. The available capacity on GE 23 makes it a particularly attractive proposition for broadcasters with an eye on future expansion, while its extensive footprint provides access to key growth markets including China. The combination of Arqiva's MPEG-4, DVB S2 8PSK technology, and relationship with SAT-GE, will be instrumental in expanding the HD satellite neighbourhoods in the Asian Pacific marketplace,"



15th April 2008