



DANMON GROUP

ATG DANMON UK

A second high-definition sports channel for TV4 Sweden

ATG Danmon is one of the world's most successful providers of high-end reliable and easy-to-operate integrated systems for broadcasters and programme makers.

Active in Europe, Asia, Africa and the Middle East, ATG Danmon is part of the Dan Technologies Group which operates from offices in the United Kingdom, Germany, Denmark, Norway, Portugal, Spain, Sweden, the United Arab Emirates and Vietnam.

ATG Danmon has completed a second high-definition sports channel for the Stockholm headquarters of Swedish broadcaster TV4. The contract was placed by Ericsson Broadcasting Services and centres on the expansion of an existing HD playout facility installed by ATG Broadcast in the first quarter of 2011.

"ATG Danmon has worked efficiently and successfully with TV4 over many years," comments Ericsson AB System Engineer and Chief Designer Pontus Wahlstedt. "Demand for high-definition services is increasing in Scandinavia, as elsewhere, in line with the growing popularity of large flat-panel domestic television receivers. This latest installation provides playout facilities for TV4's SportXtra HD channel which gives the network additional editorial capacity to focus on major events. The new channel was completed on schedule and went on air in time to allow expanded coverage of the European Football Championship."

"The SportXtra playout channel is fully equipped for 1080i operation and cabled to allow future expansion to 1080p," details ATG Danmon's Senior Project Engineer Dave Whitaker. "Newly installed equipment includes Miranda up/down converters for incoming lines, a Harmonic high-definition video server, Miranda Imagestore master control switching, Cavena subtitling, Harris multi-rate routing, expanded Snell transmission matrices, Evertz multiviewer cards and Axon glue. The entire project was completed within a week of commencement."



This is the latest in a long series of contracts TV4 and Ericsson have placed with ATG Danmon in recent years. It is a demonstration of our engineering team's ability to design, install and take to air efficient systems with minimal disturbance to programme services.

The TV4 Group (www.tv4.se) focuses on Swedish drama, broad entertainment, extended news and current affairs programmes, sports and high-class drama acquisitions. During an average week, the channels of the TV4 Group reaches 7 out of 10 Swedish television viewers. TV4 is Sweden's largest TV channel in the 12-59 years age group with a 19 per cent share of total viewing. In addition to the main channel, the TV4 Group portfolio includes 40 TV channels in the Nordic region and 25 local stations in Sweden, as well as a wide range of web and mobile sites and on-demand services. The TV4 Group's objective is for all content to be available via terrestrial, cable, satellite, IPTV, mobile and internet delivery and on all platforms.

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ISO 9001 No. FS 544441