

# Autumn 2002



## Solo Satellite Communications Ltd

*"Providing Satellite Solutions That Make It Happen"*

One of Europe's leading independent suppliers of satellite uplink services to the broadcast and business TV industries.

**Merry Christmas  
&  
A Happy 2003**

Solo will be making a donation to a local charity instead of sending christmas cards this year

### FIS Snowboarding World Championship



The base of the glacier, sšlden, Austria

Solo have never been so high! At 3000 meters above sea level at the base of the glacier in sšlden, Austria in late October. Apparently the only glacier in the world accessible by road, going up was the easy part! The event was the parallel giant slalom, with solo providing an edit capable uplink to transmit news edits to various European broadcaster's

Two days prior to this event Solo were in Germany for the first "big air" event of the championships. At the Internationales Congress Centrum (ICC) Berlin, a distinct lack of snow in the capital was overcome by the event organizers shipping in the snow in four HGV's from sšlden & preparing it on the purpose built slope. Both events proved very popular with spectators with an excellent atmosphere created by the PA.



On site, sšlden, Austria



Big air event at the ICC, Berlin

# Solo

# www.solosat.com



## 120 degrees West to 120 degrees East

Solo covers the world in 2002

For the third year running we started our transmissions at the Tennis Masters Series from Indian Wells, California (120°W) with our brand new Tandberg Refelx statistical multiplexer system. Ten tournaments later providing over 700 hours of transmission (meaning many more hours of tennis coverage across the multiple services from different courts or for different broadcasters), and we finished in Shanghai (120°E) with the Tennis Masters Cup.

The system provided five services at times for both multilateral and unilateral use. Next year we will be delivering even more services than this.

In Monte-Carlo we configured a system which allowed for five feeds in 27Mhz, but then implemented a scheme for "dropping" one Europe only service. The four remaining services were then transport streamed into only 18Mhz for further on-pass around the World using Solo provided equipment at a UK teleport. It was an innovative solution Keith Marchall (MD) "dreamed up" and tested earlier in the year in Miami, Florida. It showed just how flexible and versatile the system could be for large sporting events, where savings on space segment costs are paramount without compromising the quality of the pictures to the broadcasters.

Utilising transport stream turnarounds on multiplexes (MCPC's) reduces costs whilst also preserving the original picture encoding quality decided and produced at the initial uplink/event site. Coupled with space segment savings by typically fitting up to four services into 18Mhz bandwidth, the overall system provides an amazingly good solution for multiple feeds from large sporting venues.

The system has been designed to accommodate up to 8 feeds within a single multiplex. By watching typical source material for an event it is possible to tailor the system's settings to maximise the picture quality across all feeds. Our service is thorough and benefits from cost savings as well as technical excellence. Our knowledge and experience to date in delivering over 2000 transmission hours of MCPC's from major sporting events means our advice and ability to establish and operate complex multiplexes in the SNG environment is a World leader. Services can be allocated maximum and minimum bit rates as well as priorities. Picture resolution, encoding mode, and various MPEG "tools" can all be set to provide the optimum use of the "precious" satellite bandwidth.

The system is as happy with 525 line (NTSC) pictures as 625 line (PAL) pictures and will accept analogue, or digital SDI video signals.

As well as large sporting events such a system can be deployed for major news stories. Anywhere in fact where a temporary, but of several days duration uplink with multiple paths needs to be operated for several hours per day.

We find ourselves continually "fine tuning" the bit rates and settings from day to day to accommodate whatever requirements are likely to be asked of any particular programme path to make sure that quality is not compromised.

Typically we allocate a day for the setup and testing of the system, although it could be operational quicker than this if really necessary on an event. In 2002 the system has worked perfectly at switch on each day and has had zero failures in use.

This is now a very well tried and tested delivery method, and as the drive for greater efficiencies continues, we have proved that savings on satellite space are there for the taking whilst at the same time providing a technically superior system than multiple SCPC's or static MCPC systems.

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120°W

120°E



Downlink available in the America's

Transportstream turnaround with one service "dropped"

Five service statistically multiplexed.  
4 multilateral  
1 Unilateral



The Tennis masters Cup as held in Shanghai, China this year. It was a good end to the year as it was the largest televised International event that China to date has hosted. With the Reflex(R) statistical multiplex everything went to plan and again the transmission of four services direct from the sports event site proved a very reliable , and cost effective way of delivering pictures around the globe.It was Solo's first operation in the Asian continent, and we were very happy with the result, as well as the importance of the event.

# Here and There!



Days can certainly turn out to be busy here at Solo.

One October day we had trucks in Germany, France and the UK covering snowboarding, tennis and Champions League football. In November we had a day where we had tennis in China, a corporate event in the UK as well as the "Butler" story going to the USA. More recently in December we have had a day with Scottish Premier League (in Scotland!), skiing in Austria and "Pop Idols The Rivals" in England.



Call us to discuss your next uplink requirements from a leading INDEPENDENT supplier.

Whatever the requirement or event, near or far, long or short, planned or short notice, news, sport or corporate event, single programme path or multiple paths, Solo have the experience and determination to deliver your material on time in a cost effective manner.

All Inclusive Pricing

Something we have always believed quite strongly in at Solo is that customers should pay what they were told the service was going to cost without "extras" piling up on their final invoice for items such as VT payout, providing IFB or live equipment as can be the case.

Consequently we always keep to our quoted prices that are fully inclusive with no "extras" appearing. As an example we never charge overtime within a 14 hour day. With Solo being located centrally within the UK this often means that a single day in either Glasgow or London can be achieved with around six or seven hours on site without incurring additional overnight charges and/or travel days.

It is important that when comparing our prices customers should make sure they consider any additional charges that may be imposed by some companies.

Solo is ideally placed to be able to reach breaking news stories throughout the UK. Located in Yorkshire close to the M1 and M62 motorways.

We are able to reach locations throughout Western Europe with a time estimate based upon our proven track record, almost anywhere within the E.U. within 36 hours. Eastern European locations are also accessible.



**Solo Satellite Communications Ltd.**

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