

# Summer 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.

Meet the team at



13 - 17 September stand 3.311

### 2002 - WE'VE BEEN A LONG WAY

## Eurovision Song Contest

### Eurovision Song Contest Estonia 2002

Solo Satellite Communications Ltd. were very happy to use MPEG2 multiplexing equipment to provide three simultaneous feeds from Saku Suurhall in Tallinn, Estonia for the 47th Eurovision Song Contest. The Contest attracts typically over 100 million television viewers and was hosted this year by Estonian Television on 25th May 2002.

From Solo's base in Yorkshire, England it takes two ferries and two days to get to Estonia. We provided services for four days at the event for several European nations as well as delivering material which was used by the EBU for a broadband webstreaming demonstration. With the winning country being Estonia's neighbour - Latvia, it is strongly suspected that the same journey will be made again next year for the 48th ESC.

The Eurovision Song Contest was founded by the EBU in 1956 with the aim of promoting high standards in popular music and still owns the rights to the format and the contest.

Saku Suurhall in Tallinn - Estonia



# Solo



At a recent corporate event, Solo was pleased to provide uplinks and downlinks for two way audio and vision from a central hub in London to six other locations around the world for a large financial institution. (A total of eight uplinks all simultaneously on air).

It was pleasing to see the whole event go without a hitch considering the challenging locations and satellite hops involved. The hub site had two uplinks from Solo, one for a European satellite and one for a transatlantic satellite. As well as saving money on turnarounds to get the transatlantic service, it also meant we had less satellite delays and greater redundancy at the all important hub location. It is another example of Solo doing things innovatively to provide not only cost savings but also improve the overall service to the client. It is the largest corporate event we have undertaken to date but the perfection we achieved demonstrates our ability to undertake such projects with ease. Since this we performed another successful day of corporate communications to a famous insurer in the UK using three uplinks for a live party link-up between locations.

## Solo's Eight



The Solo fleet



Helicopter mini - links to uplinks

## Commonwealth Games Tennis Masters

Solo are located within 30 miles of the Commonwealth Games taking place in Manchester, so it is no surprise that we were heavily committed to delivering news stories from the area to places as far away as New Zealand each day.

We started by following the jubilee baton making its way around the country. Indeed one day the link with the runner was performed on the move via mini-links and a helicopter. Visiting various towns and cities along the way we eventually arrived in Manchester and linked its arrival to various city locations and large screens. Whilst the Commonwealth Games got underway, we were also at the Womad Festival in Reading with music.

The very same weekend again, Solo were busy in Toronto, Canada getting set up for another week of transmissions for the Tennis Masters Series. Utilising our Reflex Statistical Multiplex System we delivered five feeds from Toronto for 12 hours per day. As the Commonwealth Games were closing another Solo team were in Cincinnati, Ohio preparing for the following weeks Tennis transmissions. With these two tennis events last year Solo chartered its own plane to make sure that equipment from the final reached the next event for the start of play the following day. This year we are able to provide more equipment on the ground to ensure the smooth change of location.

Commonwealth Games for New-Zealand, Reading Festival for UK, and two North American Tennis Tournaments for World Distribution! It all demonstrates, be it mini-links, global-links, multiple feeds, single feeds, planned events or breaking news, Solo Satellite Communications deliver excellence.

[www.solosat.com](http://www.solosat.com)

# Solo

Mobile Reflex Statistical Multiplexing System



Mobile Reflex Statistical Multiplexer System

Solo can offer, not only normal multiplexing of services for your events, but also statistical multiplexing. This is where the available bandwidth can be assigned to services on a frame by frame basis depending upon need. It is ideal where multiple feeds from a single location are required. An example is multiple camera angles for an interactive service. The quality has been proven to be extremely high, with Solo using the system to supply four tennis feeds into only 18MHz bandwidth whilst still using only QPSK modulation. The events are the Tennis Masters Series from locations such as California, Florida, Ohio, Monte Carlo, Italy, Canada, Germany, Spain and France.

Moving to higher order modulation would make the system even more efficient but as on the Tennis events we are involved in transmitting the World feed for a large number of broadcasters we have to retain a standard everyone has the ability to receive.

We basically fit the four services into 22Mbit/s using Tandberg encoders with motion estimation. These provide excellent pictures at the lower bit rates as well as being able to be used in variable bit rate mode within the Reflex system.

The customer gets four services in a bandwidth that normally would have only had two services and also with a better quality. It is a win-win situation except for the space provider who of course has to be content with selling less bandwidth. The reality is that the extra services would not be made available if the bandwidth had to be paid for but allows broadcasters to add features and coverage at marginal cost.

The system is capable of delivering up to eight services with an additional two 'hot' standby encoders for redundancy. The rest of the system is totally 1+1 fully redundant.

Monitoring such a large amount of feeds incoming from an MCR area, switched to transmission and also a confidence satellite return feed of each service meant shipping a large amount of monitors around the world.

Solo's innovative solution uses a Miranda Kelido system to monitor up to 16 video feeds with bargraph audio's, MPEG stream monitoring and under monitor idents. All these can be displayed on an SXGA monitor or as Solo choose, an SXGA projector. This means we can provide a complete control room monitor wall instantly and re-arrange it on site for the event from a lap-top computer. The result is excellent and invaluable where there are so many feeds to have instantly available.

The whole system including monitoring, check receivers, switching, power distribution, etc. fits into two 22U high flight cases.



Miranda video wall projector in Indian Wells

Fully Redundant    Cost Effective    Reliable    Proven

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Everybody was there! It could have been a convention for uplink providers except there was too much real work to do. Even the DTI (UK's uplink licensing body) turned up to check on operations!

Yes it was Hampden Park, Glasgow and it was the Champions League Final. A venue we know at Solo very well but never with quite so much activity. Providing numerous links to broadcasters around Europe, Solo were happy to be involved too. Pre-match, post match, match analysis, interviews etc. What more can one say. Good day out!



Champions League Final Real Madrid V Bayer Leverkusen



Jubilee Celebrations

Solo also toured the country covering the Queens various visits for broadcasters. From Scottish Parliament speeches to dropping in to see staff at a bus garage or the largest street party record attempt, Solo were in the background delivering the pictures. Of course with the Commonwealth Games providing the beginning of the end for official celebrations of the Queen's jubilee year, Solo were there too.



**Solo Satellite Communications Ltd.**

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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.

