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South African Broadcasting Corp. Purchases 10 Broadcast Pix Slate Systems for World Cup Coverage

Billerica, Massachusetts (May XX, 2010) Broadcast Pix™ today announced that the South African Broadcasting Corp. (SABC), the official broadcaster of the 2010 FIFA World Cup, has purchased 10 Slate™ 1000 live video production systems for use during the international sports event. The tournament, which begins June 11 and features 32 teams from countries around the world, is expected to draw substantial crowds beyond ticketed spectators, and the Slate systems will be used to provide coverage for public viewing areas near each venue.

Matches will be played in 10 stadiums in nine South African cities, including Johannesburg, Cape Town, and Durban. While the venues vary in capacity – the smallest, Mbombel Stadium in Nelspruit, holds more than 43,000 spectators, while the largest, Soccer City Stadium in Johannesburg, has more than 88,000 seats – organizers anticipate massive turnouts from passionate fans throughout the tournament. As a result, FIFA has authorized the development of “fan parks.” Based on the concept pioneered at the 2006 World Cup in Germany, fan parks will be positioned near each stadium to provide live video coverage of the action on large screens for overflow crowds.

Johannesburg-based dealer and integrator Questek Advanced Technologies sold the Slate 1000 systems to the SABC. Justin Thathiah, Questek sales executive, said the SABC chose the 1 M/E Slate 1000 because of its integrated Fluent™ production tools, including clip and graphics stores, multi-view, and Inscriber CG. The integrated production system also provides multi-definition production, with support for 1080i, 720p, and SD sources. “It gave them a lot of functionality all in one,” he added.

According to Thathiah, the fan parks will not display the broadcast feeds of the matches. Instead, each venue will have a handful of dedicated cameras to provide match coverage for the public viewing areas. Live video will be transmitted to an OB van at each fan park, where the Slate 1000 will be used to switch the video and add clips and graphics. Coverage will also be shared with other fan parks in other cities. Following the World Cup, Thathiah said the



SABC will use the Slate systems for regional programming throughout the nine provinces in South Africa.

About Broadcast Pix Broadcast Pix is the leader in integrated live video production systems. Its Granite native HD and Slate hybrid HD/SD/analog systems create compelling live video. They run unique Fluent file-based workflow software that streamlines production and improves functionality. With its integrated switcher, multi-view, CG, clip and graphic stores, and aspect and format conversion, Granite and Slate are a fraction of the cost of a legacy control room to buy, staff and operate. They are future-proof, as they can upgrade to 3Gbps 1080p. Customers include leading broadcast, webcast, podcast, entertainment, mobile, corporate, education, religious, and government studios in more than 70 countries. Learn more at www.broadcastpix.com.

About Questek: Questek Advanced Technologies are specialists in the integration, design and installation of innovative state-of-the-art audio visual solutions as well as a leading supplier of broadcast solutions to the broadcast and post production. Utilising convergence of voice, data and visual technologies, Questek creates the platform to manage and visually present knowledge in increasingly innovative ways.

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