

*IBC
Hall 10
Stand 10.A28*

dB Broadcast to Showcase Breadth of Services at IBC

July 2015

Cambridgeshire, UK – Consultancy services and after-sales support have broadened the portfolio of services offered by dB Broadcast, and at IBC dB will be on hand to discuss the opportunities this brings for clients. Rapid technology changes such as IP and virtualisation and new emerging standards have created a need for broadcast organisations to access up to date expert advice, independent of hardware and software vendors.

Consultancy services include analysis of business processes, technology and migration strategies, and proof of concept modelling. An understanding of the operational and commercial needs of clients is matched against a broad knowledge of available and upcoming products, and insight into vendor roadmaps. This is achieved through strategic partnerships, working closely with equipment manufacturers.

After-sales support is a fast developing requirement as organisations turn to external support as an alternative to maintaining their own teams at various levels. dB offers warranty, spares and support packages to ensure the smooth running of broadcast systems. Support agreements are customised for each individual client and may include onsite technical support during critical periods, working hours and out of hours telephone support, remote monitoring and diagnostics, updates,



Press Release

upgrades and regular maintenance. dB already undertakes after-sales support for a number of clients in broadcast and higher education.

dB is best known as a major player in systems integration, and has one of the broadest range of projects active in the industry. Current work includes a 4K playout system, a file-based production system for the UK Services Sound and Vision Corporation (SSVC), a TV studio project in India, camera systems for banks and universities, as well as television facilities at The International Criminal Court in The Hague.

These projects illustrate the importance of services such as consultancy, system integration and after-sales support as clients seek to make the most of technology developments such as IP, virtualisation and emerging standards.

“Although dB’s reputation has primarily been built on design, build, commissioning and migration of traditional broadcast systems, we now complement this with consultancy and after-sales support services, especially in new technology” says Tom Swan, Sales and Marketing Director. “Our team will be at IBC Stand 10.A28 and we’re looking forward to meeting visitors and discussing the benefits of these services.”

<ends>

Notes to Editors:

High resolution pictures available

Editorial contact:
Terry Nicklin, Keynote^{PR} Ltd
Tel: +44 (0)7923 540695
E-mail: terry@keynotepr.com



dB Broadcast Ltd

Kestrel House, Sedgeway Business Park, Witchford, Ely, Cambs, CB6 2HY United Kingdom

T +44 (0)1353 661117 F +44 (0)1353 665617 E sales@dbbroadcast.co.uk W www.dbbroadcast.co.uk



Press Release

Company contact:
Tom Swan
Sales & Marketing Director
E-mail: tom.swan@dbbroadcast.co.uk

About dB Broadcast

dB Broadcast (dB) is one of the UK's largest and most successful independent systems integrators, and is expert in broadcast system design and installation from studio through to transmission. dB is independent of hardware and software vendors and represents a centre of excellence for the delivery of modern day, fit for purpose broadcast systems. Consultancy and after-sales support are an increasing part of dB's portfolio of services.

dB also designs and manufactures products for the broadcast industry including: Hawkeye for switching and monitoring all types of broadcast signals, MERlin DVB-T2 and DVB-T monitoring receivers, Showman multi-standard analogue TV receiver/demodulator and the Cardinal range of mains distribution units (MDUs).

With purpose-built headquarters in Cambridgeshire UK, dB has approximately 20,000 square feet of space for prefabrication and test of customer systems.

www.dbbroadcast.co.uk

System integration from studio through to transmission



dB Broadcast Ltd

Kestrel House, Sedgeway Business Park, Witchford, Ely, Cambs, CB6 2HY United Kingdom

T +44 (0)1353 661117 F +44 (0)1353 665617 E sales@dbbroadcast.co.uk W www.dbbroadcast.co.uk