

### Key Customers

- **Network 18.** One of the major Indian Broadcast networks, providing a wide range of financial and news programming in a number of languages. They transmit from five locations and recently launched India's first dedicated Home Shopping channel.
- **INX.** Channels include Hindi general entertainment, music and English news. The full range of channels will also include various entertainment channels in regional languages and also city-specific channels.
- **UTV.** Five channels are now on offer from new studios in Mumbai and Delhi. Latest addition is UTVi, the English business news channel.
- **Star TV.** Star One and Star World are two of the most popular general entertainment channels in India. The major studio is in Mumbai linked over IP to a smaller bureau in Noida, near Delhi.
- **Times TV.** Offers a number of general entertainment channels including Times Now from studios in Mumbai and Delhi.
- **Century Communications.** One of India's fastest growing media companies. It owns India's first HD post production facility: Pixion in addition to being a key facility provider to channels like India TV. Century also has its own array of channels including a religious channel Pragya, and soon to be launched music and news channel, Mahua.
- **Other Customers Include;** TV Today, Sahara TV, Kalaingar TV, IBN Lokmat, Sakaal, Indira TV, CNBC TV18, Infosys, Doordarshan TV, Zee TV, Raj TV, Malayala Manorama TV.

**For enquires in India please contact:**  
Ideal Broadcasting India Pvt. Ltd.  
Tel: +91 11 2613 4221/4222  
Fax: +91 11 2613 4223  
Email: Sales\_India@idealsys.com  
www.idealsys.com

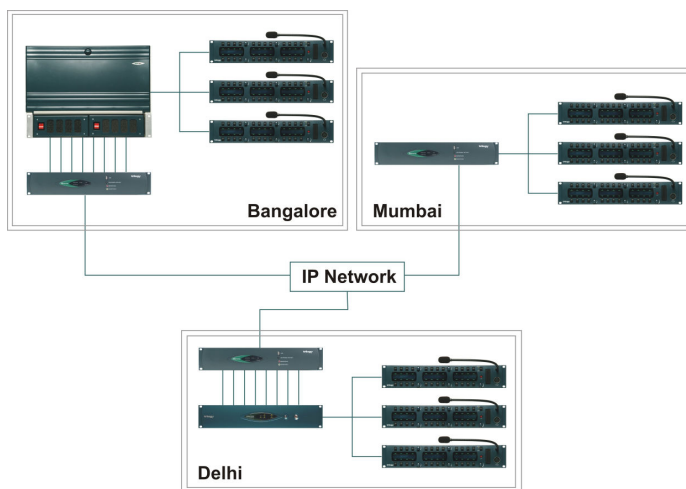
### What's New In India

Since the relaxation of the rules controlling the Indian broadcast market in 1997, large numbers of stations have been established. The country is now recognised as one of the leading television markets in the world. It is estimated that TV now reaches around 50% of the 1.3 billion inhabitants, both urban and rural.

Trilogy Communications has been active in India for almost 10 years and is now recognised as the leading supplier of communications solutions for TV stations throughout the country.

The majority of these stations have studios in both Mumbai and Delhi, with programs originating from either studio at different times of the day.

### Integrated systems – installed and working



The solution shown above has been developed to facilitate close collaboration between operational staff at the local station and at any other IP connected site. Each main site is equipped with a fully featured Commander or Orator digital matrix intercom and a Mercury IP system to transport audio and control data between sites. Other sites can be equipped with just a Mercury Interface Unit to act as both the intercom and the IP interconnect device.

Programming is flexible and allows for example, the Director in Mumbai to speak to his opposite number in Delhi with a single key press.