

GE - SATCOM HELPS DELIVER WORLD CUP FEVER INTO SOUTH AMERICA

Location and technical support at Swiss Teleport
secures Eurovision deal for GE - Satcom

Stuttgart, Germany, June 29 2010 - TV audiences across South America are enjoying all the sights, sounds and action from this year's World Cup - yes, including the sound of those vuvuzelas - thanks to a fully dedicated teleport hosting package provided for Eurovision, a division of the European Broadcasting Union (EBU), by GE - Satcom.

The service gives Eurovision, the premier distributor of sports and news content for the world's top broadcast and media platforms, full uplink/downlink control of TV coverage received from the tournament, which is then rebroadcast to the millions of fans at home following Brazil's 'Samba Boys', the 'Albicelestes' of Argentina and the other South American nations represented at South Africa 2010.

GE - Satcom hosts Eurovision's own equipment at its teleport in Leuk, Switzerland. This is one of two operation centres through which the company delivers global turnkey satellite communication solutions, the other teleport being in Backnang, Germany.

"The Eurovision headquarters are in Geneva so the proximity of our Leuk teleport was a key factor in the client's decision," explains Ronny Svang, President and CEO of GE - Satcom, "but there was more to it than that."

"During a recent visit to the facility, Eurovision were impressed by the diverse range of antenna infrastructure, from 2.4 meter to 30 meter antennas in multiple frequency bands, and our willingness to accommodate their needs in terms of hosting and flexibility of uplink and downlink capability."

"Our respective teams work well together too. We have a highly professional team on site who can provide immediate engineering support, while Eurovision are also able to send in their own technical teams to work with our people" concluded Svang.

Stefan Kuerten, Director of Eurovision Operations stated, "We are working closely with GE - Satcom to bring top quality sports events to the world broadcasting community. GE - Satcom has proven a reliable partner in our mission to put the most prestigious sports programming exactly where broadcasters need it, in a seamless, reliable and cost-effective way".

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About GE - SATCOM

GE - Satcom provides access to over 30 satellites; GE - Satcom owns two state-of-the-art teleport centers in Germany and Switzerland. Today, GE - Satcom has successfully deployed around 10,000 VSAT sites in over 130 countries, providing turnkey satellite network solutions directly to enterprises, maritime operators, NGOs and government entities which require reliable access to the Internet, telephony, large data transmission and TV content applications from dispersed locations.

About Eurovision

Eurovision is a department of the European Broadcasting Union (EBU), the largest association of national broadcasters in the world. Eurovision operates a global fibre and satellite platform dedicated to the delivery of top sports and news events to the international broadcast and media market. A community of more than 1,000 broadcasters around the world is directly connected to the Eurovision platform. For further information please contact: marketing@eurovision.net



GE imagination at work