

# Vyvx Launches End-to-End Digital Video Transmission Service for TV, Film Production Houses, Broadcasters

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## *270 Mbps Service Provides Highest Quality Video Transmission Available*

Vyvx, a market leader in providing fiber-optic and satellite transmission solutions to the media and entertainment industry for 15 years, announced today that it has launched end- to-end 270 Mbps occasional service for transporting live and non-live video content in eight key markets in the United States.

The service, utilizing Serial Digital Interface (SDI), enables broadcasters, film/television production and post-production, and other video content providers to deliver and receive standard-definition content uncompressed at 270 Mbps. Broadcasters providing news coverage in High- Definition Television (HDTV) can use Serial Digital Transport Interface (SDTI) for sending and receiving compressed HDTV feeds at 270 Mbps or Asynchronous Serial Interface (ASI) at 213 Mbps.

"The industry is moving toward end-to-end digital transmission of live and non-live video content, and Vyvx is leading the way in helping our customers in this migration," said Derek Smith, vice president of Vyvx. "The occasional SDI service offers film and television production and post-production companies the first real solution for moving their content on an ad-hoc basis in the highest possible quality -- uncompressed 270 Mbps -- over long-haul distances.

"As national and local news coverage of sports and other events continues their movement to HD, the occasional SDTI and ASI services offer them an effective, efficient solution for transporting compressed HDTV feeds at the highest quality possible," Smith said.

The occasional 270 Mbps service, delivered over the same MPLS platform that was trusted to deliver the live HDTV feed of the Super Bowl(R) in February, is now available in eight markets across the United States: Atlanta, Denver, Houston, Los Angeles, New York, Phoenix, San Diego and San Francisco. The markets were chosen based on customer demand and concentration of media and film/television production companies.

Customers using the service will utilize the same booking procedures they have trusted and used for years, by calling Vyvx Video Services at 1-800-364-0807. Vyvx provides the widest range of fiber video transport options in the industry to fit any number of customer needs -- from MPEG-2 Compressed Services (3 - 22 Mbps) to Standard 45 Mbps Video transport to the new SDI and SDTI at 270 Mbps and ASI at 213 Mbps.

Vyvx's history and experience providing transmission services for video is unmatched -- it was the first company to backhaul a video feed over fiber in 1989 and to transmit a live broadcast event over a fiber-optic network in 1990. In early 2004, Vyvx provided the first ever backhaul of a live HDTV feed over an MPLS infrastructure -- the Super Bowl(R). Vyvx currently provides broadcast transmission services for nearly 10,000 live sports events per year. Overall, Vyvx provides nearly 200,000 video feeds for its customers annually, transmitting more than 12 million video minutes. For more information, please visit [www.vyvx.com/](http://www.vyvx.com/).

Source: [Vyvx](http://www.vyvx.com/)

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