

Press Release

Wire Broadcast supplies Lynx Technik glue products for the new Farm Group facility William.

13th May 2013 - Technical installation company Wire Broadcast has installed Series 5000 and yellobrik interface and glueware solutions from LYNX Technik AG for The Farm Group's fifth central London facility, known as 'William'. The new site is located at William Blake House in Marshall Street (hence the name) and is set to house over 40 operational spaces. The installation, being undertaken by Wire Broadcast which has worked on all four previous Farm Group sites, will comprise offline and online edit suites, grading theatres, sound studios and tracklay.

'William' covers over 20,000 square feet and presented Wire with a few challenges for signal routing. Robin Howell, Director of Wire, explains: "The building is engineered as file-based end to end. Conventional base band video was restricted to just the return monitoring of the edit or sound system. By using the Lynx Technik yellobrik HD-SDI to HDMI convertor on this return we were able to feed video to the main monitor, audio to the audio monitoring and HDMI for client viewing, all from a single device. Crucially we were also able to switch to a single-core fibre based input on those runs that exceeded the limits of 3G video cable."

Clive Haydon of Lynx Technik said: "It has been a pleasure to work with the Wire Broadcast team on The Farm Group's William project. Lynx Technik solutions continues to prove itself as reliable and able to provide feature-rich products to address a wide range of conversion and signal processing challenges. The powerful features of the yellobrik and Series 5000 solutions have provided The Farm Group with a number of capabilities for its fibre and conversion requirements."

'William' is due to be ready and open for business later this month.

- Ends -

For further information:

Steph Smith, PR and Social Media Consultant, 07803 853006, steph@wirebroadcast.co.uk

About Wire Broadcast www.wirebroadcast.co.uk

- Wire Broadcast is a specialist team which specifies, designs and installs technical facilities. Our work covers the television and media industry; installations for facilities and media companies, through central apparatus rooms and broadcast



production studios to fully integrated systems such as broadcast transmission systems or a complete production facility.

- At Wire we have an ethos of creating the best possible solution for every customer project. It might be a challenge of technology, space, time or budget.
- We are members of the IABM, the international association that represents the broadcast and media technology supply industry worldwide. We also hold membership of the APRS, the Association of Professional Recording Services. We are corporate sponsors of the Science Museum in London.

About LYNX Technik, www.lynx-technik.com

LYNX Technik AG is an industry leader and technology provider of modular interface solutions for broadcast and professional use. LYNX Technik AG is an independent privately owned company with its headquarters, research and manufacturing facilities based in Weiterstadt, Germany. Sales and Support is covered through secondary distribution channels managed from its headquarters in Germany, USA (California), and Asia (Singapore).

For more information about LYNX Technik's products & services please visit: www.lynx-technik.com or contact us at info@lynx-technik.com.

