

## COMPANY OVERVIEW

## MENOS

### General

Sematron have become the United Kingdom's largest supplier of RF & microwave equipment since the company was founded 20 years ago. As well as distributing a huge range of satellite communications and broadcast equipment, we also offer systems integration services, project management and support.

We have a production facility that builds a range of "drive-away" antennas, quick deploy terminals and DSNG vehicles. The benefit of having these design and manufacturing facilities "in-house" means we can quickly and easily tailor a solution to our customers needs.



### MENOS Project



We are very proud to have been invited by Newtec & ASBU to get involved in this prestigious MENOS Program. From the start, over two years ago, we have worked with both companies to define the solutions for remote transmission of content and became the first company to have our solution accredited.

We attended the ASBU Technical Meeting in Tunis in October 2008 and with the TV-SIT from Newtec installed in our demonstration vehicle, we made the first uplink from a DSNG vehicle to the hub in Algiers.



Following the success of this event, we were invited by ASBU, in January 2009, to uplink the General Assembly to its members in Jeddah. With assistance from

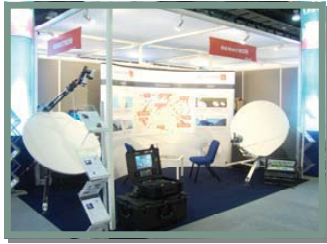


our friends at the Ministry of Information & Culture (MOCI) in Saudi Arabia, we transmitted all three days of the conference using our truck and the MENOS technology. The event finished without any technical problems and was proof that the system is robust, flexible and certainly the future for media exchange across the Middle East and Africa.

In March we also attended the Cabsat Exhibition-Dubai, where we had a good opportunity to speak with many of the ASBU members about their workflow and issues. It became clear that each member country has a different set of requirements and with the knowledge we gained, we were able to give our feedback to Newtec and work with them through last summer to bring some new solutions to market.



After watching the MENOS Program collect two awards at the IBC Exhibition in Amsterdam in September 2009, Sematron were invited back to the ASBU General Assembly in Tunis in December 2009. At this event, we used our demonstration van to uplink content from Lyon (France) to ASBU members in Jordan, Bahrain, Saudi Arabia and Tunis. The feed to our van came via a fibre optic link from New York and Sydney proving that the MENOS system does not only share content between its members but also world wide! Sematron also demonstrated a variety of "Quick Deploy" terminals at this event along with the first proto-type MENOS SIT in a small suitcase terminal.



At the CABSAT 2010 exhibition in Dubai in March, we again showed our range of MENOS approved Quick-deploy antennas. After feedback from many of the ASBU members in Tunis in December, we demonstrated a second generation suitcase terminal.

This new terminal included improvements like a water and dust proof keyboard and screen, PPM meters and audio speakers, an integrated telephone for contacting the NOC, an integrated Wi-Fi adaptor and an external connector panel on the back for ease of use.



We have also used the first few months of this year testing out the video performance of our MPEG4 encoder and ran some initial environmental tests (temperature, humidity and vibration) on the terminal. The integration of a full IP-SIT into a small suitcase under 23Kg has brought many challenges which we have been able to address through this process. We are confident that after a few more weeks of testing, we will be able to move forward to a full production model.

## Solutions Available from Sematron

It is clear that Sematron are very committed to the success of the MENOS Program and over the last two years, have put together solutions aimed specifically at addressing the needs of the ASBU members.

The following solutions are available with MENOS approval:

- **EZ-SNG** is a small (up to 3 camera) uplink vehicle that is typically based on the Mercedes Vito. Its modular design allows for quick commissioning and easy in country maintenance and allows a reasonable amount of production work to be conducted in the field.
- Where the up-link vehicle may need to operate in difficult terrain, we have made an **EZ-SNG** module that will fit in to a 4 wheel drive vehicle, typically the Toyota Landcruiser. This offers a very flexible solution for a single / two camera operation where only limited production facilities are required.
- For applications where you want to work "Open-DSNG", we offer a traditional style flight case system. This allows you the flexibility of up linking to the MENOS network (using an IP modem) as well as switching to an alternative satellite (using a DVB-S2 modulator). All flight cases are under 23Kg allowing them to be transported on a commercial aircraft.
- When you want to be first to a news story, we have designed a system that can be transported in three suitcases (all under 23kg) and has a MENOS SIT incorporated in to the third case. The terminal has a keyboard, mouse, screen telephone and Scheduler Software so that a MENOS session can be booked and communication established with the NOC all from one unit.



At the ASBU Conference in Algiers on the 8th May 2010, we will be presenting these solutions to the ASBU members.