



User Profile **For Immediate Release**

First Macau Satellite Television Station Standardizes on Roswell from Odetics

Focus is on Macau Hand-Over

Macau, June 6, 2000 -- For a moment, imagine that you have the opportunity to design and build a new station from the ground up. What are the most important technical and management issues you would face? How would you balance your current needs for efficiency and control with concerns about future growth and changing technology trends?

These questions would be all the more pressing if you were the first satellite television station in a region that suddenly was at the center of the world's attention. There would be no room for error. The performance of your staff and the quality of your operations in transmitting programming to a global audience would go a long way in determining your status as the newest associate among the global media giants.

Chartered in June 1999, Cosmos Satellite Television Company, LTD faced this daunting challenge. The first satellite television station in Macau, it went live with two channels in November, just five months after it had been officially commissioned. In mid-December, six weeks later, Cosmos transmitted 72 hours of uninterrupted live programming as its crews scrambled to cover the historical events marking the territory's official hand-over to China.

The short timeframe between the station's start-up and the high-profile coverage of the hand-over ceremonies were important considerations in the selection of the station's facility management and content control system. Proven system reliability and the vendor's commitment to customer support were essential.

From the long-term perspective, however, Cosmos had other priorities that were just as critical. The design criteria at the top of its list included complete system integration, content management and the ability to expand the system without risking its initial investment in equipment. The station's aggressive business model includes plans to add four new channels within twelve months of its initial on-air operations.

The ability to integrate and automate functions also were a major consideration in system selection. Integration within the departments and automated playback and tracking were necessary in order to ensure immediate on-air quality while maintaining efficient operations, according to Yang Guang, broadcast and control center director at Cosmos.

The station found a solution in the Roswell® Facility Management System. Roswell is a Windows™-NT based system for managing and automating content on multiple channels. It allows stations to track material throughout the facility and controls all stages of the content management and delivery process including acquisition, cataloging, storage and presentation. One of the most attractive features for Cosmos was its scalability which allows for easily adding channels when necessary.

"Every vendor who wanted to bid on any element of the station had to be compatible with the Roswell system," Yang Guang said. "We planned very carefully for our future development and the entire management team was adamant about the need for an integrated facility and content management system."

Cosmos currently broadcasts a channel with travel advisories and tourism information and one with variety and entertainment content in both Chinese and English. Programming is transmitted through the SINO satellite and is received by over 30 countries including mainland China as far north as Mongolia. The station will add new channels for financial and market news, children's shows, and educational programming by the end of the year.

Most of the material shown on the stations are original programs produced at that station's studios in Hong Kong and China with some programming provided from overseas sources. Traffic schedules for both channels, some editing, and

transmission are managed at the new Cosmos facility on Coloane Island in Macau. The traffic schedules can be completed up to two days in advance, yet quickly changed at the last minute, offering added flexibility to the operations, Yang Guang said.

Programs are transmitted from video tape recorders (VTRs) while commercials are downloaded to a Pinnacle Media Stream video server. The Roswell system automatically switches between the VTRs and the server, greatly reducing the possibility of human error. The system also generates "As Run" logs for advertising billing and tracks the location of materials.

During the hand-over ceremonies, most of the Cosmos programming involved live reporting from special events, minute-by-minute descriptions of arriving dignitaries at ceremonies, and commentary following major speeches. Live coverage began at noon on December 18 and continued non-stop through noon on December 21.

As time and events permitted, the live reporting cut back to the Cosmos studio where the Roswell system managed the playback of commercials. Long breaks in the events were filled with in-studio commentary and news reports, again with the scheduling managed through Roswell. From the hand-over ceremony to the celebration of the establishment of the MSAR, the coverage delivered by the new Macau station and its crew was transmitted to a global audience without a flaw.

"We are extremely happy with the after-sale support and commitment of the Odetics team," Yang Guang said. "There has not been any major problems and Roswell is extremely easy to operate and schedule. This was true even through our broadcasting challenge during the hand-over."

With all aspects of the station integrated around the Roswell system, the station is able to operate with fewer people while maintaining the quality of its services, according to Yang Guang. "We are very aware of the important role we play in the economic development and well-being of this region," he said. "This station brings the face of Macau to the world and we are delivering this service with state-of-the-art precision."

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Note to Editors: Photos available on request.

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