Screen Service Broadcasting Technologies Move Above. Don't follow the path

Screen Service – headquarters

Screen Service Broadcasting Technologies (SSBT) is an internationally known company focused on turnkey solutions and end-to-end formulas for all broadcaster needs. With more than 20 years of experience and thousands of satisfied customers, Screen Service is the leading company in digital TV technology. SSBT, a company listed on the Italian stock exchange [SSB.MI], designs, produces and markets equipment featuring new technologies and high-quality standards originating from its own research and development labs, for both the broadcast television and mobile television markets, always at a competitive price .

In January 2009, SSBT acquired RRD. This company is active in the design and marketing of broadcast networks, platforms and management systems for the distribution of digital television signals, as well as in the development and integration of complete systems for the transmission of mobile, terrestrial and satellite digital television signals.

This was a strategic acquisition that, given the complementary nature of the two companies' businesses, made it possible for the SSBT Group to evolve from equipment manufacturer into end-to-end solution provider and,

therefore, to expand its offer to the broadcast industry and to important telecom operators, as well as to new domestic and international markets.

During the last year of operations, just in Italy (a country which is moving from analog to digital broadcasting in the next few years, with the analog switch-off officially scheduled for 2012), Screen Service has become one of the strategic suppliers of the main Italian corporations, i.e. RAI, Mediaset,

Monza – network remote wireless control

Telecom Italia Media and several other regional broadcasting companies.

The company has also signed important contracts regarding digital video broadcasting – handheld (DVB-H) sector with Telecom Italia Media, Mediaset, Teracom (Sweden) and has been nominated preferred partner of Nokia Siemens Networks (formerly known as Siemens Networks) for the supply of such technology.

Moreover, SSBT has supplied thousands of transmitters for the sole existing domestic network

which uses DVB-H standard, managed by Hutchinson Whimpoa H3G.

As regards R&D, through its laboratory in Milan, MB International Telecom Lab, SSBT is a DVB, ATSC, ETSI and MediaFLO member. During the NAB 2009 show, SSBT presented the ATSC-MH transmitter line. **In Great Britain, SSBT is participating, as is the case with RAI in Italy, in the**

testing of the new DVB-T2 transmission standard, which will allow the digital transmission and broadcast of a greater amount of content in a single channel, improving the transmission capacity of the signal and allowing the broadcast of more programs in high definition (HD) with the same transmitter.

The SSBT portfolio includes high- and low-power digital and analog TV transmitters, transposers and gap-fillers, both air and liquid cooled, mobile and fixed microwave links, DTV and DVB

modulators, MPEG encoders, re-multiplexers, offset systems, MMDS transmitters, accessories and remote controls.

SDT series – DVB-T/H transmitters

The new Magnum series is the latest generation of high-integration digital television transmitters for SFN and MFN networks.

The transmitters of this series feature a built-in SFN adapter and very advanced SWDT® (Software Defined Transmitters) technology which allows the implementation of different modulation patterns – either digital or analog – (DVB-T/H, PAL, ASTC, NSTC, QPSK, QAM, FLO, SECAM, etc.) in the same hardware.

Moreover, the SWDT® technology allows the selection of transmission modes in various ways: locally, by pressing a button on the front panel; remotely, using a clean contact; via SNMP commands; via TCP/IP, using the Web graphic interface; or even via a dedicated command inserted into the transport stream.

Innovative firmware allows zero error signal processing thanks to internal 32-bit architecture. Functional interfaces are available for total remote control of the apparatus by means of serial protocols or TCP/IP ports. Thanks to the internal Web server, the apparatus can be easily monitored and configured using a LAN connection and a standard Web browser. Moreover, the built-in SNMP server allows all types of automated remote control.