

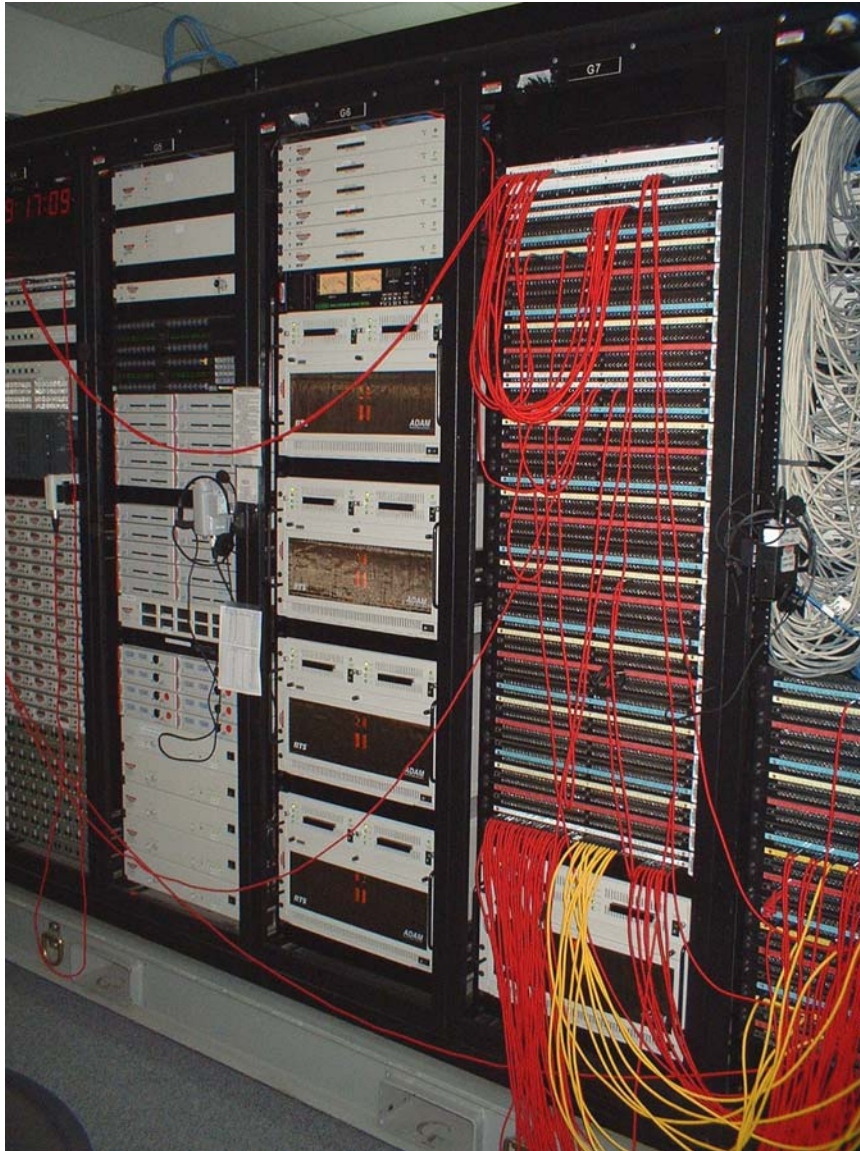
**TELEX®/RTS™ POST-OLYMPICS UPDATE:
Athens 2004 — broadcasters rely on tools from TELEX**



The NBC® broadcast control room – RTS® keypanels in foreground

As was the case at the Sydney Olympics, most of the major broadcasting networks covering the Games in Athens were using tools from **Telex®/RTS™**. Two large RTS/Telex ADAM matrices formed the core of the system in the control rooms of Athens Olympics Broadcasting (AOB), the nerve center of the entire operation.

Burnsville, MN (September 2004): A familiar name from the Greek pantheon once more held sway beneath the Acropolis during the 2004 Olympic Games in Athens. In the high-tech empire of the world's leading broadcasters, it was **Zeus™**, the RTS/Telex matrix named after the Greek god of weather and atmospheric phenomena, that reigned supreme in the communications systems of broadcasters from as far afield as Denmark (DRDK), Korea (NBC), Japan (TV Asahi and Japan Consortium) and the USA (NBC). The world's first compact digital matrix — only two rack units high — was the outstanding performer for many broadcasters, yet the gold medal in the blue riband event at the broadcast Olympics — in Athens as at Sydney — was won by another RTS/Telex tool: the Advanced Digital Audio Matrix or **ADAM™**.



Racked ADAM systems (NBC)

For most of the television companies providing extensive coverage of what was the media highlight of the year, ADAM constituted the nerve center of their operations. The fact that ADAM has long been, and remains today, the absolute reference in professional broadcasting is underlined by the fact that Athens Olympic Broadcasting itself was using two 256 x 256 Adam matrices; one to liase with the various competition venues and the other to provide flawless communication in CD quality with the International Broadcasting Center (IBC), which was relaying the images to networks all over the world.

The largest of these networks, US giant NBC, was not only using Zeus but also the mightiest of all the ADAM-based systems on show in Athens. Comprised of three 136 port matrices and a five-frame matrix with 600 x 600 connections, it

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provided a communications capacity commensurate with NBC's role as the host broadcaster not only for the USA but also for a sizeable chunk of South America. But ADAM and/or Zeus matrices - along with KP32 keypanels - were also indispensable tools in the inventory of many of the other TV companies whose coverage of the Olympics had sports fans all over the world glued to their sofas for the best part of three weeks.



KP-32 keypanels at NBC post

Manuel Brico, Product Manager Telex E.A.M.E., commented on Telex's supremacy in broadcast communications: "Ever since the Olympic Games in Atlanta in 1996, the broadcasting networks have given Telex equipment pride of place in their communications systems. This gives us an enormous advantage in terms of ongoing R&D, because it means that we are present on all these occasions, gathering more and more practical experience of the way the systems perform under the most extreme conditions. This experience plays a vital role in the development of new products, allowing us to build constantly on our lead." On the basis of his experience at several Olympic Games, Manuel Brico confirmed that "the demands are greater each time around — more participants, more cameras, more keypanels. Where correspondents had to make do with a simple telephone line in the past, now nothing less than ISDN and Voice-Over IP will suffice. Telex/RTS is reacting

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to this exponential growth in demand with ever more efficient and powerful tools.”

For full details on all Telex/RTS products, please visit www.telex.com

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