



Press Release

Antwerp (Belgium), 12th November 2005

The Beijing Olympics Are 100% HD Ready

Alfacam Signs Major HDTV Facilities Contract for Beijing 2008 Olympics

Alfacam, the Belgium-based TV facilities provider, was awarded a very large contract by the Beijing Olympic Broadcasting Co. Ltd (BOB) to provide 18 HDTV OB structures for the TV coverage of a major part of the Games of the XXIX Olympiad. Alfacam will record the opening ceremony, many of the most popular sports and the closing ceremony. This contract is the largest TV facilities contract ever for a one-time event.

The Beijing Games will be the first Olympics to be covered entirely in HDTV. At Athens 2004 about half of the TV images were recorded in HDTV. At the Turin Winter Olympics, which will be held in February 2006, about two thirds of the images will be captured in high definition.

In 2008, Alfacam will provide 18 HDTV structures and more than 200 HD cameras to cover the opening and closing ceremonies as well as most of the major sporting disciplines, such as athletics, gymnastics, swimming, tennis, football, basketball, judo, horse-riding,... This makes Alfacam the largest TV facilities supplier in Beijing, responsible for nearly 90% of the images of the Olympic television coverage world-wide. The opening and closing ceremonies and some sports events will be entirely mixed in surround 5.1.

The equipment will be transported to the Chinese capital by ship, train and aircraft. About 100 Alfacam staff members will travel along.

Gabriel Fehervari, CEO of Alfacam, commented: “ *We are extremely proud that Alfacam was chosen to be the corner-stone of Beijing 2008’s TV coverage. One of the reasons for the BOB’s choice is the fact that Alfacam is the world’s largest provider of HDTV capacity.*”

In addition, having already supplied TV facilities at the Salt Lake City 2002 Winter Olympics and having covered a large part of Athens 2004 in HDTV, Alfacam enjoys an excellent reputation amongst organisers of the world’s most important sports events. Next February for example, the bulk of TV images of the Turin 2006 Winter Olympics will be produced in HDTV by Alfacam using eight OB structures”.

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Euro1080, the European HDTV media company, will broadcast high definition images of the Winter Olympics via its HD2 channel into specific European countries.

Alfacam, the Belgian TV facilities provider, is based in the Eurocam Media Center in Lint near Antwerp (Belgium). The company offers services to TV stations and production houses. Alfacam's 22 multi-camera television facilities trucks (OB vehicles) of which at present already 14 are capable of making HD recordings, are omnipresent at many important music, sports and lifestyle events in Europe and even in the United States and Asia.

Yearly, Alfacam carries out more than 1200 jobs. 60% of the assignments are already done in HDTV.

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HDTV (High Definition Television) guarantees superior image quality. Instead of the 625 lines (of which only 575 are visible) of the current European TV screen, the HDTV image consists of 1080 lines. HDTV can display at least 4 to 5 times more detail than analogue TV. The aspect ratio of HDTV is 16:9, instead of 4:3, which is common for standard television. This 16:9 ratio gives the image a panoramic effect. LCD and plasma flat-screens capable of displaying high definition signals carry the "HD Ready" quality logo.



About the Games of the XXIX Olympiad - Beijing 2008:
http://www.olympic.org/uk/games/beijing/index_uk.asp