

Press Release

See Calibre UK on stand 6.C28F at IBC 2010

Media Contact:

Katinka Allender
+44 (0) 1491 571402
katinka@k-communications.com

For Immediate Release

Competitive pricing without compromise – a winning combination from Calibre at IBC 2010

New products to open up opportunities for new distributors

Bradford, UK, 11 August 2010 – Premium image-processor manufacturer Calibre UK returns to IBC this year with a host of new products to round out an offering sure to appeal to existing dealers and new distributors alike.

Among the new additions to the company's range of high-quality image processors are the HQView500, 510 and 520, which offer 3G-SDI inputs and outputs together with edge blend and warp options, and which debuted to great acclaim at InfoComm in June of this year.

Also new are two additions to the VideoExcel Broadcast range, the VXL75HD and VLX150HD, which offer format conversion, frame synchronization and scan conversion in a single package.

As well as meeting existing business partners from the broadcast space, Calibre is actively seeking new national distributors and believes that exhibiting at IBC will help to achieve this goal.

"It's been an exceptionally busy six months for the team at Calibre," comments Pauline Brooksbank, Managing Director. "Our significant investment in R&D has enabled us to launch more than 15 new products, using ISE, NAB and InfoComm as launch pads. While the quality and functional specification of these processors is very high, lean manufacturing has enabled us to be very aggressive in our price positioning.

"That is a winning combination, and one that we think will appeal to many integrators, dealers and distributors, many of whom may not have partnered with us before. While our offering spans many industry sectors, we are particularly keen to hear from those with niche expertise in broadcast pre- and post-production – both key components of the IBC audience – as well as multiple-projected and LED video imaging."

Calibre UK will exhibit on stand 6.C28F at IBC 2010 at the Amsterdam RAI between 10-14 September 2010.

- ENDS -

Note to editors:

The official Calibre UK press event will take place at 16:00 Sunday, 12 September on stand 6.C28F.

About Calibre

Calibre is highly respected worldwide as a specialist manufacturer of image processing technology with 21 years (1988-2009) of experience. Calibre continues to evolve its product range and make further technical advances in the broadcast, ProAV, aerospace, defence, medical and industrial markets through the innovative use of modern technology. Utilizing its own in-house hardware and software design teams for all product development including OEM programmes.

Manufacturer Contact

Pauline Brooksbank
Calibre UK
Phone: +44 1274 394125
Email: paulineb@calibreuk.com

Press Contact

Katinka Allender
PR Consultant
Telephone: +44 (0)1491 571402
US: (415) 349-5778
Mobile: +44 (0)7887 711 246
katinka@k-communications.com

North American Enquiries

Paul Carey
Marketing Specialists, Inc
Phone: 1 800 227 1512
Email: paul@mktgspec.com