



## Press Release

See Calibre at ISE 2010, Stand IG99

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**For Immediate Release**

## Calibre marks 21 years with new Oxford sales office

*Calibre hires experienced technical display expert to support the company's rapid growth*

Stand IG99, Integrated Systems Europe 2010, Amsterdam RAI – The growth in the audio visual and broadcast markets has opened up unique opportunities for class leading image processing solutions and Calibre UK, who this year celebrates its 21st year in operation, is set to capitalise on this by expanding its sales operation with the opening up of a brand new sales office located at Oxford Science Park in Oxford, UK.

The move coincides with the appointment of Mark Lusby as Product Manager, Broadcast & ProAV together with an internal sales and support team at this new location.

Mark Lusby has over thirty years experience in technical sales, exhibition, project and product management working in at various companies such as Samualsons, Teletape Video, JVC Professional Europe and Ultra Electronics. His expertise ranges from applied imaging, analogue and digital recording to display and projection systems.

"I'm delighted to have joined Calibre, a company with a long established reputation as a manufacturer of high quality image processing solutions used in a variety of markets ranging from broadcast, digital cinema, professional AV, medical, defence simulation & training," says Mark Lusby, Product Manager, Broadcast & AV at Calibre UK. "Calibre has a new and expanding range of HQView Image Scalers, Switchers and Warp & Blend Processors. With the increasing range of formats and ways in which video, audio and data are transmitted and presented, it's an exciting time to be in this industry!"



*Calibre's opens new Oxford sales office which coincides with the appointment of Mark Lusby as Product Manager, Broadcast & ProAV together with an internal sales and support team at this new location*



In celebrating its 21st year of innovation in creating some of the world's most reliable image processing technology, Tim Brooksbank, Chairman says: "For over two decades, the market has looked to Calibre to help them appropriately process and display their images. We're proud of our history as a pioneer in imaging and where they will take us in to the future."

Calibre's trajectory began in 1988, when it first developed equipment for the testing of colour TV monitors. The company's history encompasses a series of "firsts", many resulting in long term OEM relationships. The current portfolio of products includes the new HQView range which will be shown at the upcoming ISE show.

*Calibre will be exhibiting in the UK Pavilion on Stand IG99 at ISE 2010 and will be actively seeking European distribution partners for the HQView range.*

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#### **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. Creating "technology today for tomorrow's world" ISE 2010 is the launch pad for the **NEW HQView** range.

For further information about this and other leading products please visit [www.calibreuk.com](http://www.calibreuk.com) or contact:

#### **Manufacturer Enquiries**

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