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INSIGHT

Find out more about our business and services by calling Frequency Distribution today...

- ▶ **Welcome** to the May edition of Insight, our monthly newsletter informing you of the latest news and views within the industry.
- ▶ Your one of the first industry experts to receive our 2010 Summer product catalogue. This handy booklet is packed with the latest products from all the leading manufacturer brands at the very best trade prices. The product range has been enhanced since the previous edition and the much acclaimed technical handbook (simply flip the catalogue) also includes additional material. We hope you enjoy our efforts to bring you the most comprehensive and informative product brochure in the industry.
- ▶ **Visit Frequency Distribution at the June CAI Trade Fair** – We will be exhibiting at the annual CAI Trade Fair hosted at the National Agricultural Centre in Stoneleigh on the 16th and 17th June (Stand 21A). Come along and meet members of the team, discuss the latest products and innovations and benefit from a variety of exclusive Trade Show offers... see you there!!!
- ▶ **Amstrad SKY+ HD 1 Terabyte STB – NOW IN STOCK!** – All the features and functions of the conventional SKY HD STB, superb channel choice and now with the capacity to store up to 240 hours of HD content and 740 hours of standard definition TV material. **Trade price @ £211.00 (excl VAT).** Contact your local depot for details.
- ▶ **Freesat Sales hits the 1 Million mark** – The past month has seen Freesat sales hit the 1 Million mark, well ahead of target. In less than 2 years the services has grown from 80 channels to over 150 channels, 2 HD services and not forgetting the recent introduction of BBC iPlayer – ITV Player to follow shortly.
- ▶ **SES Astra launching 3D demo channel** – SES Astra has announced that it will launch Europe's first 3D demo channel on Astra. Following initial testing, the channel will go live on May 4th 2010 in time for the opening of ANGA Cable, the international trade fair for cable broadband and satellite. The 3D demo channel will be available free-to-air via Astra's orbital position 23.5 degrees East, and will initially target retailers and installers featuring high quality 3D content including sports, music and entertainment.
- ▶ **ITV 1 HD now on all HDTV receivers, including SKY** – ITV 1 HD can be added on all HD TV receivers via a channel rescan (if featured), or manually tuning: 11.973GHz V, Symbol Rate 27500, FEC 2/3. The channel has automatically been included in the SKY EPG since the 2nd of April.
- ▶ **Humax Freeview HD Receivers to get SKY Player** – Humax is to add Sky Player streaming to the growing list of features of its HD-Fox T2 Freeview HD zapper and forthcoming PVR. Delivered by connecting the receiver's internet port to a broadband connection, the service will mix live channels with video on demand. Sky subscribers will be able to access programmes and channels they already pay for including live channels if they have a Multiroom, Sky Player Multiroom Live or Sky Broadband Limited subscription. No launch date has been announced for the introduction of Sky Player but a significant update for the HD-Fox T2 is due for release before the World Cup adding PVR recording via USB and improved media playback. The Humax HD-FOX T2 is in stock at your local depot. **Trade price of £119.00 (excl VAT)**
- ▶ **England misses out on 3D World Cup** – England will not be a part of Sony's 3D coverage of the World Cup unless the team progresses to the quarter-final stage – and even then seems unlikely to have a broadcaster to screen it. Sony and football's governing body FIFA have announced that five out of the 10 stadiums used for the 2010 World Cup will play host to matches captured in the 3D format, beginning with the opening game between hosts South Africa and Mexico at Soccer City, Johannesburg on June 11 and the final one month later. The first confirmed partners for the 3D live broadcast are ESPN in the US and Sogecable [Digital+] in Spain. Although SKY has a dedicated 3D channel, the World Cup broadcasting rights are held by BBC and ITV and as yet no agreement has been reached.