

PRESS RELEASE



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LYNX Technik AG Awarded Contract by NDR Studios to Provide HDTV Terminal Equipment for Multi-Format Studio Expansion

Equipment to be used in Studio NDR3 for HDTV production

July 21, 2008 – Weiterstadt, Germany -- LYNX Technik AG, provider of intelligent interface products for the broadcast and professional audio & video industry, has been awarded a contract to supply NDR Studios with a substantial amount of multi-format and HD signal processing equipment. The LYNX terminal equipment will be integrated into NDR's first multi-format studio, "NDR3," which will be used for HDTV productions.

The equipment spans the complete LYNX Technik Series 5000 product line, with an emphasis on the multi-format HDTV modules including the new PVD 5660 SD/HD FLEXCARD which will be announced to the public at IBC 2008 (Booth #8.A39). The system also includes the LYNX centralized control solution.

After a complete evaluation of a variety of interface equipment, NDR Studios decided to realize their new multi-format production workflow using the LYNX terminal equipment, which has once again proved to be a cost-effective and reliable signal processing solution.

The new NDR multi-format studio has scheduled their first test productions towards the end of 2008, with equipment installation happening during the summer months of 2008. The studio will boast separate audio, and HDTV video production facilities, as well as a dedicated recording, and content ingest areas. It will also include a large studio production area containing a vast range of equipment. The LYNX terminal equipment is highly interoperable and has been designed to offer NDR an optimized solution to fit neatly into their complete production workflow.

"NDR, Germany's largest public broadcaster has been using our SD signal processing equipment in several of their OB vans, however this is the first time we are providing them with our multi-format solutions," said Winfried Deckelmann, CEO of LYNX Technik AG. "By working together we look forward to delivering a robust solution bringing them significant operational benefits."

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The LYNX range of signal processing equipment is versatile and reliable, has been rigorously tested, and has been proven to work in the most demanding of multi-format environments. Applications include; mobile vans (OB trucks), broadcast master control rooms, production studios, network operating centers, post production, video duplication facilities, and more.

LYNX Technik has designed their full line of Series 5000 multi-format interface equipment to offer broadcast professionals an affordable, compact and extremely flexible solution for audio and video processing. They have been designed to satisfy all of today's most demanding digital Broadcast requirements and have been configured to meet the needs of a variety of levels of technical sophistication.

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About LYNX Technik:

LYNX Technik AG is an industry leader and technology provider of terminal equipment for broadcast and professional use. LYNX Technik AG is an independent privately owned company with its headquarters, research and manufacturing facilities based in Weiterstadt, Germany. Sales and Support is covered through secondary distribution channels managed from its headquarters in Germany and the USA.

For more information about LYNX Technik's products & services please visit: www.lynx-technik.com. For sales, please contact visit the website, or <mailto:info@lynx-technik.com>

To learn more, please visit LYNX Technik AG at IBC2008, Booth #8.A39

About NDR

Norddeutscher Rundfunk (NDR) – North German Broadcasting is a public television and radio broadcaster based in Hamburg, Germany. In addition to the city-state of Hamburg, NDR transmits for the German Länder (states) of Schleswig-Holstein, Lower Saxony and Mecklenburg-Vorpommern. NDR is a member of the ARD consortium. NDR Studios in Hamburg are divided between two locations. Television studios are located in the Lokstedt part of Hamburg, and the radio studios are located "at the Rothenbaum" in Hamburg's Rotherbaum quarter. In addition to these, there are also large regional studios, also comprising television and radio studios, in the state capitals of Hanover, Kiel and Schwerin. NDR also maintains other bureaus within its four state territory with more than 14 million inhabitants.

For more information about NDR please visit: <http://www1.ndr.de>



Note to editors. High res image available on request