

PRESS RELEASE



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ELVIA-PRO TAKES ON BROAMAN DISTRIBUTION IN CZECH REPUBLIC

Prague-based Elvia-Pro has taken on the distribution of German fibre network specialists BroaMan in the Czech Republic, following a request from private commercial station, TV Nova.

Formed in 1993, Elvia-Pro specialises in management, engineering and project work within the broadcast sector, and manufactures and installs equipment for OB and DSNG trucks, specialising in main broadcast organisations such as Czech TV, TV Nova, TV Prima, TV Barrandov and production houses.

In fact it was TV Nova who were largely responsible for the new distribution arrangement. "They came to us with a request for BroaMan devices," recalls Tomáš Kocáb, Elvia-Pro's Sales Product Specialist. BroaMan Technical Sales Manager Maciek Janiszewski made a professional presentation at TV Nova, leading to the new distribution deal, which was formalised on the BroaMan stand at the *IBC Show* in Amsterdam.

"Aside from TV Nova, we had also received further BroaMan inquiries from TV Prima, while a film school requested a Repeat48," Tomáš continued.

The company will now embark on an aggressive marketing campaign, as Tomáš Kocáb explained. "We have shown our Mux22 demo units to all the main broadcasters, and we also have Repeat48 in our professional ProfiCam Centrum showroom in Prague. We also present all BroaMan products on our professional web page (e-shop)."

Tomáš is clear why Elvia-Pro's customers are turning increasingly to BroaMan. "The opportunity to develop an elegant and efficient solution for multi-signal transportation is exactly the reason for taking this band on," he says.

Dawid Somló, BroaMan's Sales Distribution Manager, responded, "There is no better reference than the customer's recommendation, and it was the engineers from TV Nova themselves who said that they would be most willing to cooperate with Elvia-Pro in the Czech Republic. After the first projects developed together with Elvia-Pro I had the same impression. I can definitely vouch for their professionalism and knowledge of the market.

"However, a lot of hard work awaits us. I expect a strong and aggressive commercial policy from their team so that the BroaMan brand becomes a natural choice in the field of video and related signal fiber transmission in the Czech broadcasting market."

For further information visit www.broaman.com.

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Pic: Elvia-Pro's Tomáš Kocáb and Jan Chvala outside the company HQ in Prague

About BroaMan

BroaMan (Broadcast Manufactur GmbH) is the company behind high quality products made in Germany, that are aimed at broadcasters as well as production companies, sport facilities, professional AV integrators and many more applications. The company offers customised solutions as well as standard devices for every application that requires SD/HD/3G video transport or routing – whether a big and complex system for broadcast studio or OB Van, or a simple point to point for a small church, conference hall, etc. With DiViNe (Digital Video Network) all open standards can be integrated — digital video, audio and data — on the same fiber infrastructure. One of the main differentiators from other companies providing video over fiber solutions is the approach. BroaMan's customers can order a video system on demand, which is unique, and requires a different level of complexity and features, and yet it still has the best price ratio on the market. These BroaMan systems are tailored to match the customer's exact needs. Besides tailor made systems, BroaMan offers Standard Devices, which includes the Mux22 BNC Intercom. For the complete list of Standard Devices see:

<http://www.broadcastmanufactur.com/index.php/news-events/news/198-faster-delivery-time>, BroaMan has over 25 years of experience in creating fiber infrastructures and has provided many products for use in the portfolios of well establish companies such as ClearCom, DiGiCo, RTS and many more.