



**Press Release**

## **Hibernia Media Deploys Ekinops Optical Equipment to Transport Critical Uncompressed Video Content**

PARIS, July 7, 2011 – Managed video transport provider Hibernia Media is now using optical transport equipment from Ekinops to carry uncompressed, high-definition video signals for major broadcasters and content providers, as well as other customers, at its New York City Content Exchange Center (CEC).

Hibernia Media chose the system from Ekinops, leading designer and supplier of next-generation optical equipment, because of the importance of assuring reliable, high-capacity transport of high-definition and standard-definition signals over fiber. Ekinops has installed its Ekinops 360 platform, with video and multiprotocol modules, at Hibernia Media's CEC. The Ekinops 360 enables DWDM (Dense Wavelength Division Multiplexing) transport, providing numerous high-capacity channels over a single fiber.

The Hibernia Media Content Exchange Center, at 60 Hudson Street, provides a secure, centralized location for content owners to deliver uncompressed, high-definition content directly to cable, direct broadcast, satellite, IPTV, and new media distributors.

“Ekinops not only provided what we consider the best technology, but was also able to deliver an encrypted HD-SDI transmission capability quickly and cost-effectively to meet our urgent customer needs,” said Del Bothof, President of Hibernia Media. “In addition, Ekinops provided superb support throughout the whole process, from sales through installation.”

In addition to cost-effective and scalable high-speed transport of uncompressed video signals, Hibernia Media wanted the signals to be encrypted in order to meet its customers' secure transmission needs. Ekinops was able to quickly implement an encrypted solution, delivering it in only eight weeks from Hibernia Media's order.

“Thanks to our programmable T-Chip (Transport on-a-Chip technology), Ekinops was able to deliver native encryption right on our card,” said Rob Adams, Vice President of Global Marketing for Ekinops. “The flexibility of the Ekinops 360 transport solution enabled us to respond to Hibernia Media's needs quickly and to keep them from having to incur additional expenses for external encryption boxes.”

Adams added that the T-Chip is at the core of the Ekinops 360 equipment, concentrating its transport intelligence into a highly compact and efficient design that reduces costs, footprint, ongoing power consumption, and manufacturing delivery times to customers.

““With the T-Chip, we can provide industry-leading capability ahead of our competition,”” Adams emphasized, ““and that allows our customers to achieve quick ROI and stay ahead of their competition.””

Hibernia Media operates dedicated media networks via more than 200 connection points in North America and Europe, offering media-centric solutions. Its mission is to deliver high- and standard-definition programming without any compromise in service or signal quality.

### **About Ekinops**

Ekinops is a leading designer and supplier of next generation optical transport equipment for service providers and enterprise customers. The Ekinops 360 Dynamic, Multi-Reach Transport System provides DWDM and CWDM on a single platform that addresses Metro, Regional, and Long Haul applications. The Ekinops 360 system relies on the innovative, programmable Ekinops T-Chip® (*Transport-on-a-Chip technology*) that enables fast, flexible and cost-effective service delivery for building high speed optical networks. Using the Ekinops 360 carrier-grade system, operators can increase transport capacity of their networks – CWDM, DWDM, Ethernet, ESCON, Fibre Channel, SONET/SDH, and uncompressed video (HD-SDI, SD-SDI, ASI) – through the industry’s most efficient aggregation of services. The company is headquartered in Lannion, France, with offices in Europe, the USA and Asia. For more information, visit Ekinops at [www.ekinops.net](http://www.ekinops.net).

### **About Hibernia Media, LLC**

With over 200 media connection points in North America and Europe, Hibernia Media provides managed video transport over fiber using 100% QoS DTM (Dynamic Synchronous Transfer Mode) video transmission. Media companies come to Hibernia Media for low-latency, flawless delivery of media content in Standard Definition, High Definition, 3D, or compressed video formats on a dedicated or occasional use basis. Hibernia Media’s unique TOC (Television Operations Center) monitors and manages live video feeds on a 24/7 basis, and connects sports, news, entertainment, and other events to its audiences whenever and wherever required. Connect to us at [www.HiberniaMedia.com](http://www.HiberniaMedia.com) or schedule your next contribution-quality video transmission by calling the TOC at 866-697-3621 (+1 443.692.2000). Hibernia Media is a subsidiary of Hibernia Atlantic, LLC, [www.HiberniaAtlantic.com](http://www.HiberniaAtlantic.com).

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