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 • Immediate release •

**Norwia Rings the Changes @ IBC2014**

*miniHUB™ makes optical ring structures simple to set-up and manage*

**Norway, August 25th, 2014**: Norwia AS, the leading supplier of next generation optical distribution products, will demonstrate at IBC how the versatility of the miniHUB optical platform enables broadcasters to contribute video and audio over a fully redundant ring structure with ease.

An on-stand (Hall 9, Stand C19) demonstration showcases Norwia’s unique AutoSFPTM technology, which simplifies the operation of fully functioning broadcast redundant ring structures.

The platform consists of a fully flexible optical blade with the next generation miniHUB interface. It is configurable as a multiple fiber solution or a multiplexed backbone structure that provides redundancy in both main and redundant fiber paths. This means that the fiber can be utilized in either direction and still provide signal integrity.

Strengthening the resilience of the miniHUB ring structure allows for total power outage at any site, while other locations will still receive and send signals between each other. Norwia's AutoSFPTM technology ensures that signal capacity can be easily added without having to worry about difficult calculation of bandwidth.

The miniHUB optical platform is built around a single card that adapts to the individual function a ring structure needs. All other manufacturers require a series of cards for each function while the miniHUB platform is dynamic, as it only needs one card to deliver all functionality through simple configuration.

SNMP is available for integration into larger media control systems through the RCONmini surveillance system to provide seamless monitoring locally and remotely.

“We pride ourselves on our ability to stand out from the crowd; we will demonstrate this at IBC with our unique miniHUB optical platform, which provides all the functionality of a multicard system in just one card, striping out cost and reducing the complexity of optical signal distribution,” said Tore Steen, Chief Executive officer, Norwia.

“As live content continues to increase in importance, broadcasters need solutions that meet the complex challenges of signal distribution. The redundant ring structure enabled by the unique and elegant Norwia miniHUB solution meets this challenge, ensuring that our customers can deliver high quality premium TV with ease,” concluded Steen.

Norwia’s miniHUB ring solution comes at a lower price point than the competition and provides a robust optical structure ensuring the delivery of revenue generating content from any location.

Visitors to the Norwia booth at IBC **(Hall 9, Stand C19– Amsterdam, 12-16 September 2014)** will be able to see how the miniHUB optical distribution platform is the most reliable, cost effective and flexible optical ring structure platform on the market today.

**Note to editors:** If you would like to make an appointment to meet Norwia at IBC 2014, please contact Catrin Owen, catrin@platformpr.com, +44 207 486 4900.

**About Norwia:**

Norwia is a hi-tech broadcast media equipment manufacturer with a mission to produce products of outstanding value and holds the brand name miniHUB™. Products are developed and manufactured in Norway and marketed globally. Norwia believes in placing the customer as number one as we take our industry knowledge and track record of innovation to the market.

Please visit our website [www.norwia.no](http://www.norwia.no)