



High-definition expansion for RUV, the Icelandic Broadcasting Service

RUV's headquarters in Reykjavik.



ATG Danmon is one of the world's most successful providers of high-end reliable and easy-to-operate integrated systems for broadcasters and programme makers.

Active in Europe, Asia, Africa and the Middle East, ATG Danmon is part of the Dan Technologies Group which operates from offices in the United Kingdom, Germany, Denmark, Norway, Sweden, Vietnam and Dubai.

ATG Danmon has completed an expanded playout system for the Icelandic Broadcasting Service, RUV. Two new 1080i high-definition channels, TX2 and TX3, have been installed at the network's headquarters in Efstaleiti, Reykjavik.

RUV chose ATG Danmon to install its 625-line playout system some years ago and was keen to maintain continuity with the same

engineering team.

Each of the the two new HD channels is equipped with a Snell Integrated Content Engine plus a Morpheus automated routing control system.

A new monitor wall has been constructed in the transmission suite. An Axon multiviewer

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Playout control room.



system together with Genelec audio monitors have also been installed to provide monitoring for all three channels."

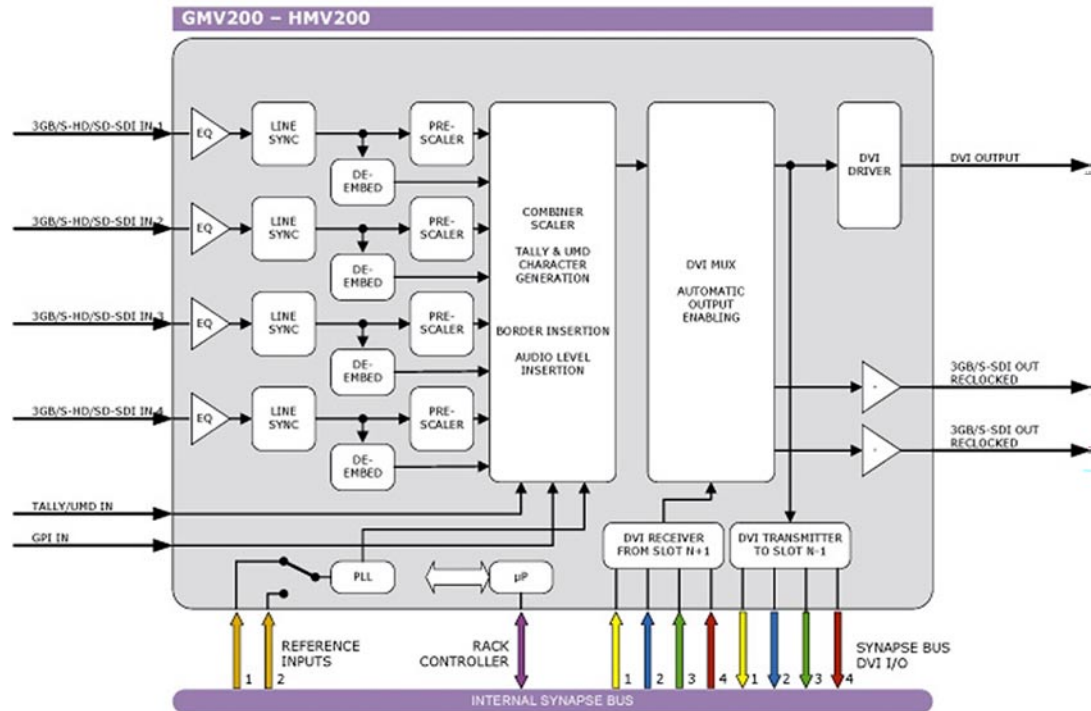
Founded in 1930, the Icelandic National Broadcasting Service (www.ruv.is) was originally owned by the Icelandic state. It today operates as an independent public service broadcaster funded primarily by the licence fee

and revenues from advertisements.

In addition to its established standard-definition channel and the new high-definition channels, RUV operates two radio channels.

The main obligation of RUV is to promote the Icelandic language, Icelandic history and Iceland's cultural heritage.

Axon multiviewer schematic.



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