Sierra Video

PRESS RELEASE

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Sierra Video Launches Aspen 3G and SVG HD-SDI
Multi-viewer at NAB 2012 – Prepares for Next Stage of Growth

Leading A/V vendor introduces new products, adds executive and staff, and wins major contracts as part of its company expansion plan as it eyes its next stage of growth

Las Vegas, Nevada, April 16, 2012 - NAB Booth #SL6305: [Sierra Video](), the most trusted name in providing high-quality video and audio equipment for the worldwide broadcast, post-production, staging & rentals, presentation, professional video, government, military and aerospace marketplaces, today announced the launch and general availability of their new line of Aspen 3G compact routers and a Modular SVG HD-SDI display Multi-viewer at this year's NAB 2012 exhibition and conference. In addition, the company has recently reached multiple milestones in sales growth, executive, and staffing initiatives in preparation for its next stage of growth.

The just released products continue to deliver on Sierra Video's long track record of developing innovative and cost-efficient routing, control, and infrastructure systems that continually exceed customer expectations. "We have always designed and built to the highest standards and our newly introduced Aspen 3G family of routers and Multi-Viewer products offer unparalleled performance, functionality, dependability and value for a wide variety of M&E markets, including HD-SDI video based mobile environments and rental installations," said Adel Ghanem, president and CEO of Sierra Video. "Moreover, we are on target to hit our milestones of continued growth and new product introductions before year-end, of which the Aspen series and Multi-viewer are a part."

The very affordable and ruggedized Aspen family of full-featured multi-rate routers offer a small form factor, is light weight, with most models offering front control panels. This perfect match of size and functionality is coupled with Aspen's innovative design for signal integrity providing industry leading cable runs of over 155 meters at 3Gb/s and over 200 meters at 1.5Gb/s. Each system is also designed to operate at extremely low power, resulting in less heat generation and energy usage.

The Aspen's embedded controller can be run via Ethernet or RS232/422 serial interface making it easy to integrate into any automation or control system. Its built-in web server offers control and setup functions and is designed to work with any browser – even mobile ones.

Aspen 3G Compact Video Router Highlights

- Ideal for HD-SDI video applications. Ruggedized for mobile environments and rental installations
- Family include Models: 1616HD-3G (16x16), 3232HD-3G (32x32) and 7272HD-3G (72x72)
- Optional 16x16 (RCP-1616) and 32x32 (RCP-3232) remote control panels
- Highest signal integrity, supporting extremely long cables
- 19Mb/s to 3Gb/s with re-clocking
- Front control panel standard on the 1616HD-3G and 3232HD-3G
- Colored buttons with panel lock
- Ethernet control with easy-to-use GUI
- Redundant power supply option

Aspen Companion Analog Audio Router Highlights

- High performance audio matrix switcher for balanced stereo signals
- S/N Ration > 100dB at +20dBu/1kHz
- Flat frequency response from 20Hz – 20kHz· Input level adjustment: +/- 20dB
- Output level adjustment: 0 to -100dB
- Controlled as additional layer from Aspen routers

The modularized SVG HD-SDI display Multi-Viewer is ideal for small broadcast, OB/ENG van, staging, presentation, and Pro AV applications. The system is a full-featured high resolution multi-viewer that provides a flexible and cost-effective way of combining and displaying multiple images (or "tiles") on a single or dual video display device. The system is designed for extreme versatility, allowing tile content, size, labels, positioning as well as display background to be changed to suit any application.

Modular SVG HD-SDI Display Multi-Viewer Highlights

- Modular with up to 20 HD-SDI, CV/SD and HDMI inputs
- 1RU with dual power supplies standard
- Video module inputs: Composite x 4, HDMI x 4, HD-SDI x 4
- Up to 20 inputs with single HDMI / HD-SDI output
- Up to 16 inputs with dual HDMI / HD-SDI outputs
- Both single and dual output models support simultaneous HD-SDI and HDMI outputs
- Audio inputs: Analog mono for composite channels, 4 channels embedded in HDMI inputs, and 4 channels embedded in SDI inputs
- Standard features:
    - Alarms (text, icon, voice)

- o Tally support
- o Visible audio metering
- o Safe action area markers
- o Under Monitor Displays (UMD)
- o LTC Timecode input
- o Audio monitoring of embedded HD-SDI and HDMI outputs

Sierra Video will also demonstrate its MediaNAV expanded control system, SierraView Multi-viewers, and other Sierra Integrated Solutions highlighting the company's depth of solutions for the attendees of the NAB conference.

"The tremendous reception that we continue to experience is due to our singular focus on providing the best in customer service coupled with world-class solutions like the new Aspen routers and Multi-viewer to exactly meet evolving market needs," continued Ghanem. "We will continue to drive customer-centric innovations and solutions while further establishing our technological leadership to develop enabling systems to better serve our customers as we move forward toward reaching our next stage of growth."

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About Sierra Video
Sierra Video, a subsidiary of Kramer Electronics, is a leading provider of high quality video and audio equipment for the worldwide broadcast, post-production, presentation, professional video, government, military and aerospace marketplaces. Sierra Video offers a broad range of switching systems and production products for both HD, digital and analog applications. The company's products have an extensive warranty and trade-up program. Founded in 1984, the company is located in Grass Valley, California. For additional information on Sierra Video or their products, visit http://www.sierravideo.com or call (530) 478-1000.

About Kramer Electronics
Kramer Electronics, Ltd. is a leading manufacturer of high-quality analog and digital audio, video and computer signal management products for the ProAV, Presentation, Production, Broadcast, Home Theater and Security markets. Kramer has corporate sales and distribution offices in the United States, Canada, Mexico, Brazil, Argentina, United Kingdom, Belgium, France, Spain, Germany, Italy, Sweden, Poland, Russia, Israel, India, China, Singapore, Japan, Korea and Australia.