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## 1 ALCAD Partners

### Seminar in Novosibirsk, Russia

Our partner in Russia, Mr. Vladimir Kuzminykh, presented the new ALCAD products in a seminar that took place in one of the Auditoriums of the Siberian Communication College, in Novosibirsk.

### Promotional Marketing Items

You shall soon be receiving an updated list of the standard ALCAD promotional marketing items.

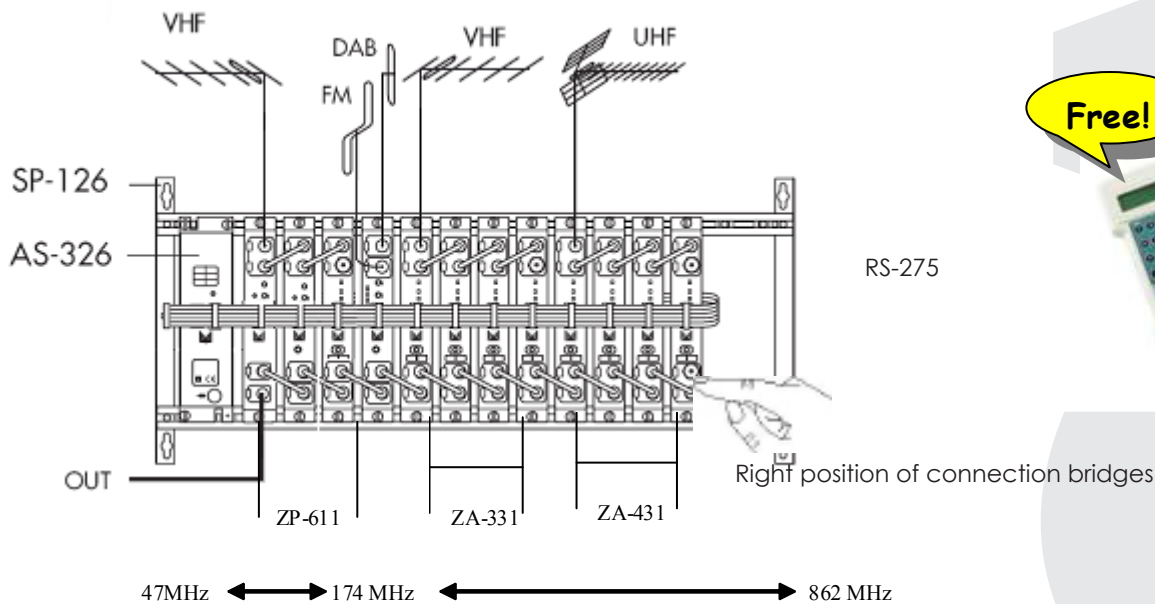
The purpose of the list is to allow you to make the best use of the available material in your effort to promote the ALCAD range of products.



## 2 Product Highlights

### ALCAD launches a special offer for its new flexible head-end

With its new range of programmable amplifiers ZA, ALCAD offers you a high spec flexible solution to cover the full 47-862 MHz band, at a fraction of the cost of programmable head-ends.



The required remote control programmer (PS-003) is the same as for other ALCAD head-ends.

**Get the wireless programmer for free for a purchase of 8 or more modules\***

*\*Promotion valid till 31.05.10. Please, liaise with your ALCAD contact for more information about this offer.*

## 2 Project Highlights

### Ski Jump in Norway

Our partner in Norway, CableSat, has carried out the TV installation in the new **Holmenkollen Ski Jump**, which will host the FIS Nordic World Ski Championships.

ALCAD IPTV streamers have been used in the installation.



# ALCADNEWS

International Edition – 2010 MAY

## Football Stadium in Norway

Once again, our partner in Norway, CableSat, has been selected as preferred supplier of IPTV in Norway and has installed ALCAD IPTV streamers in the new **Football Stadium "Sør Arena"** in Kristiansand, which is also an impressive conference centre with modern equipment for audio / video, and network solutions.

*Klaus, congratulations to you and your team!*



## 4 Exhibitions around the World



### ANGA, Cologne & IFSEC, Birmingham

Despite having decided to concentrate marketing resources on individual markets rather than on general events, several ALCAD sales and technical representatives attended ANGA and IFSEC, meeting most of the ALCAD distributors attending the events this year.

Among participants, there was a common consensus that European Manufacturers that have stood the pressure of Chinese Manufacturers over the past years and have endeavoured to maintain quality are likely to see part of the demand market shifting back to them.

That is encouraging news for ALCAD!

