



Press Release



PARADIGM COMMUNICATION SYSTEMS LTD AND SCHEDUALL PARTNER TO OFFER SEAMLESS WORKFLOWS FOR BROADCAST CONTRIBUTION



Enabling a truly seamless and automated workflow, by integrating multi-vendor network control of the antenna farm with a scheduling gateway.

ALTON, UK – August 27 2012 – Paradigm Communication Systems Ltd and ScheduALL today announced a technology alliance and partnership to offer true seamless automation and operational control for broadcast contribution centres.

Paradigm's MiNDER NMS architecture provides a single system interface to control a multi-vendor environment including diverse equipment such as antennas, switching, encoders and L-band routing. The design of a MiNDER NMS is done in close co-operation with the client and usually as part of a Paradigm antenna farm design and build.

"Part of the challenge of scheduling bookings is the time it takes an Operator to setup the satellite contribution path. Usually it's on a separate machine to the rest of the scheduling. Now it's one machine, one person and it's all automated" comments Ulf Sandberg, Managing Director – Paradigm. "When a customer tells you that this integrated system from Paradigm and ScheduALL takes a booking from minutes to seconds you realise it's a game changer. The software takes into account the time it takes to turn the antenna within the lead time for the booking".

Paradigm MiNDER interfaces to ScheduLINK, ScheduALL's advanced transmission management software. Known as the media and broadcast industry's transmission management gold standard, ScheduLINK effectively manages and streamlines transmission scheduling, utilization and reporting with the highest degree of accuracy and efficiency.

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Broadcasters using this integrated system can lower their operating expenditure through increased efficiencies in workflow and automation of previously manual tasks. An integrated solution of a Paradigm earthstation, MiNDER NMS and ScheduALL means customers truly get the optimal solution. The partnership with ScheduALL will provide a sound and proven platform for Broadcast Integrators and end users to build their systems upon.



ScheduALL is the leading global provider of Enterprise Resource Management (ERM) solutions for the broadcast, satellite/transmission, media, and entertainment industries. As a market leader with a 23-year track record of success, ScheduALL is clearly recognized as the partner of choice for operational management solutions with over 1,200 installations in more than 53 countries. The modular approach and scalable product sets provide a collaborative platform for users across multiple environments. ScheduALL clients include all of the major U.S. broadcast networks BBC, FOX News Network, The Associated Press, Intelsat, SES World Skies, Turner Studios, Mediaset, Technicolor, Deluxe, CBC, ABC Australia, and RTL.

Paradigm About Paradigm Communication Systems Ltd

Paradigm provides optimal, innovative Communication and control solutions by delivering functionality, performance, reliability, and service at a competitive price.

Paradigm are based in the UK and are private and independently owned. With Europe's largest SATCOM Warehouse and an extensive logistics capability, Paradigm are in a position to provide services globally. From the provision of satcom equipment to the design and installation of complete turnkey systems, Paradigm aim to provide innovative solutions.

Paradigm have experience designing and delivering customised satellite terminals and earth-stations for specific industries. Our close relationships with our end user customers gives us a valuable insight into their key requirements.

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Our policy is one of continuous improvement: therefore the right is reserved to change specifications without notice.



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