

Press Release.... Press Release.... Press Release.... Press Release....

**Over 140 Digital TV and Radio Channels,
No Contract, No Subscription & High Definition
Now Available in Buses and Coaches**

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For Immediate Release

15th March 2010

The UK's only manufacturer of satellite and terrestrial TV reception products Maxview, of Kings Lynn in Norfolk have this week announced the launch of their first, in-motion satellite dome system specifically aimed at the bus and coach market.

For the last 25 years Bus and Coach Operators have toiled with getting live TV to moving vehicles but most with very limited success. Those who succeeded had to sign up and pay in excess of £3,500 per year for a satellite subscription alone before the cost of the equipment, making it only viable for Premiership millionaire's coaches. Now however, there is a realistic and reliable system that can provide over 140 digital and high definition channels even digital radio, all on the move.

Maxview, who started life as a specialist in the caravan and motorhome market with their Omnimax, 306 degree, Omni-directional aerial and are now working with Freesat, the joint venture, not-for-profit company, jointly owned by the BBC and ITV, as a manufacturer partner, specifically for the mobile market.

The Freesat service offers No Contract and No Subscription, over 140 digital channels, digital radio stations, high definition programs, full Red Button services and subtitles. Freesat exists to provide a full national service for those homes and locations, that are not able to receive all of the terrestrial TV services broadcast on the Freeview platform. By Freesat providing this service for homes on a national basis, it offers for the first time an opportunity for operators to provide live TV in the nations buses, coaches and luxury vehicles.

This is where Maxview saw the opportunity to work within the bus and coach market to create for the first time the ability to receive a full TV and radio service on the move whether in a coach from Scotland to London or a luxury Premiership team bus.

Steven May, Maxview's Digital Switchover specialist explains "For years that Bus and Coach Operators have been frustrated that a directional or Omni-directional terrestrial TV aerial could not provide the free to air TV channels. Now with a roof mounted dome system and the freesat platform broadcasting all of the 140 channels of free to air television entertainment on the move is now a reality for most operators. As you don't need a subscription or a contract this is the first time TV becomes truly free in the move.

The National Roll out of Digital TV broadcasting and the gradual switch off, of the old analogue TV signal means that there has been a greater focus on a national TV solution. As terrestrial digital TV still faces the challenges of all ground based signals, that being

that signal reception can be challenging at the best of times, means that satellite again provides the solution for our industry.

In Germany and Holland 10 years ago they put their national, terrestrial TV channels up onto satellite as free-to-air, within 3 years the entire mobile market had made the switch from directional or Omni-directional terrestrial aerials to roof mounted satellite dish and receiver solutions. This means that as long as you are able to see (have line of sight to) the satellite in the South-Easterly direction and there are no obstructions blocking you, you will be able to receive the signals.

The New Maxview Omnisat Dome has the equivalent of a 60cm dish located inside the enclosed dome which has a total height of only 355mm, keeping the profile on the roof low whilst maximising the performance and convenience of an automatic system.

The Omnisat In Motion Dome systems unique benefit is its orientation and alignment electronics that have been combined with a free-to-air receiver to minimise electronic components and maximise performance and reliability of the system. The Dome system receiver is pre set to align to the Astra 2 group of satellites for the best selection of free-to-air UK channels and other satellites can be easily searched for using the remote control. The most popular TV channels are pre-programmed into the receiver at the top of the channel listing.

For long distance or even medium distance travel, this new freesat system will enable travellers to watch any free to air TV channels on the freesat and even have access to high definition, digital radio and the exclusive BBC and ITV events like High Definition World Cup football (June 11th to July 11th 2010).

The Omnisat In-Motion Dome sells for £1799 and including the free to air satellite receiver and orientation system.

Maxview have a great deal of information on their web site www.maxview.co.uk giving detail on the new Dome system, satellite reception in general and more information on freesat can be found on their web site www.freesat.co.uk or call Maxview on 01553 811000.

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Product images http://www.maxview.co.uk/products/MXL002_IMAGES.html

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