



Ikegami Electronics (Europe) GmbH  
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August 2011

## **Press Release**

### **MTV in Finland takes delivery of 12 Ikegami HD cameras**

Leading commercial TV broadcaster MTV made the decision to replace their outdated SD cameras with Ikegami HDK-79EXIII HD cameras (with hybrid fiber cabling) in their News studio M4 and Sports studio M1. Each studio will have 6 HDK-79EXIII cameras with related CCUs and accessories. The News studio will have one additional remote controlled (compact type HDL-51) camera for news opening shots fitted on the studio ceiling.

MTV is now running more than 10 TV channels and has acquired many new rights for MTV, MTV MAX and also Canal+ within the past year. The company has invested quite a lot into sports, especially because sport is one strategic area for MTV. English Premier League, Live coverage of Formula 1, the World Rally Championship and many other sports events will be channelled through MTV Oy channels.

Consequently, MTV needed 'high reliability' cameras that will not let them down in their high profile live studio coverage to enthusiastic sports viewers. Mr Markku Ryöti, head of MTV TV technical planning & operations, when asked for decision criteria, answered with one word, "Quality". He continued, "We conducted thorough technical tests on all relevant cameras available in the market. We compared and analysed the features, technical specification and performance of all the cameras. It was interesting to realise that there are two distinguished performance categories for HD cameras today. We found that Ikegami was the top performer in all respects. Also our experience of Ikegami cameras in the past as well as Ikegami's devotion to broadcast cameras assured us that we would get a top quality and long lasting product. This in turn helps us attain the highest possible technical level in our flagship news and sports studio productions."



**Mr Markku Ryöti, head of MTV  
TV technical planning & operations**

The cameras were delivered in time and on scheduled by Ikegami local distributor **Mediatrade Oy** (<http://www.mediatrade.fi/>). Studio refurbishing will be completed by the end of summer 2011 and the new Ikegami cameras will complete MTV's studio production equipment change over to HD.



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