



Confidential to the Norwia Dealer network

## In this issue

- NAB 2012
- Dealer and Customer meeting
- UTAH Scientific
- HDMI
- Analog Video
- S/W release updates
- System drawings
- What we can do!

... giving value

## Welcome to “FYI”

NAB is approaching very quickly and this year Norwia will turn the show upside down!

While the show is primarily a US based show and a “New product” show we still see a lot of dealers and customers from the rest of the world. This shows the importance of the NAB event as a major industry driver. Read on to see what we are doing differently to others at this show.

Its been a very busy time with several orders coming our way and several more in the pipeline that are closing in, i should be able to tell you more at NAB in person about these and why people are buying Norwia!



Some exciting product release are now available for NAB, rather than after! These additions expand the horizon for the miniHUB platform to give great flexibility and greater possibilities.

Our main aim at NAB is to educate and offer our services, so you can gain pole position in obtaining business.

Any questions or clarification then please contact us.

Read on and enjoy!

### “Turning NAB upside down”

What do we mean by this!

Its no secret that we have a major exclusive OEM agreement with UTAH Scientific in the USA and Canada. This is going very well for us and was a wise move on our behalf to secure entry into a difficult market.

In our commitments we will support UTAH Scientific at their booth location during the show. Lars Erik Eriksen and Tracey Ford will support Utah in their endeavours while the office is still functioning in the background.

We are available for off site booth meetings during the show with prior arrangements and we will also hold a “Dealer/Customer” drop in meeting on the day before the show (more detail in this newsletter).

We believe this to be the correct way of addressing the market at NAB and making IBC a Norwia event. If you have any concerns please contact us as soon as possible.

## Dealer/Customer meeting - NAB2012



Norwia will hold an open dealer/customer meeting on the 15th April in Las Vegas, this is the day before the show opens.

The open meeting will be from 1pm till 5pm at the Riviera Hotel & Casino, Capri Meeting room 111, this is located towards the rear of the Hotel.

The meeting is open to you and your customers and the time is open for when you want attend, thus giving you some freedom in your scheduling. You can of course arrange for an appointment and we will give priority for this.

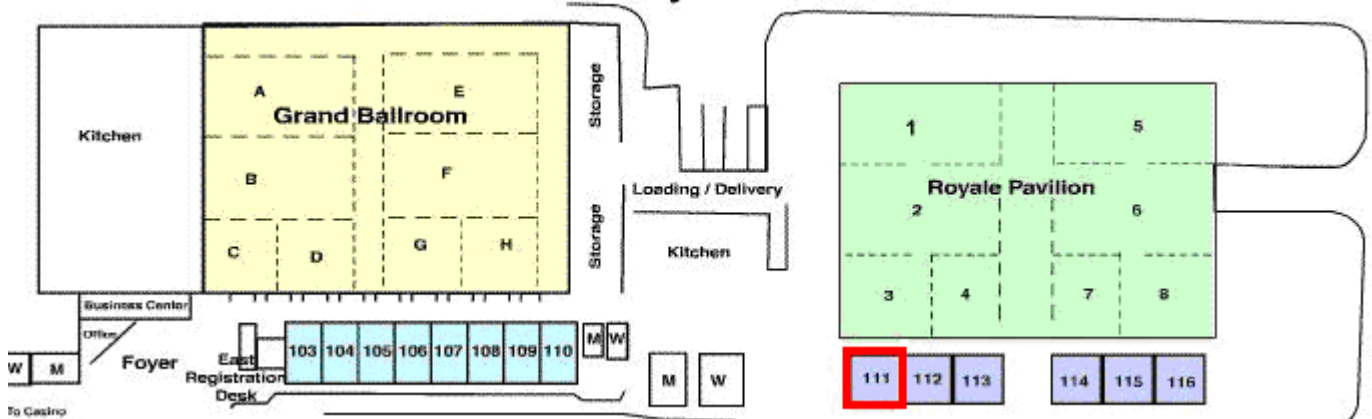
We need to know up front who will be attending from your company, so please forward this information to Tracey Ford, [tford@norwia.no](mailto:tford@norwia.no) as soon as possible.

As we are two persons at NAB there is possibility to have meetings during the show but we have to be conscious and courteous to our OEM partner.

It's important that we do meet up with you if you are attending NAB, So please make this a priority.

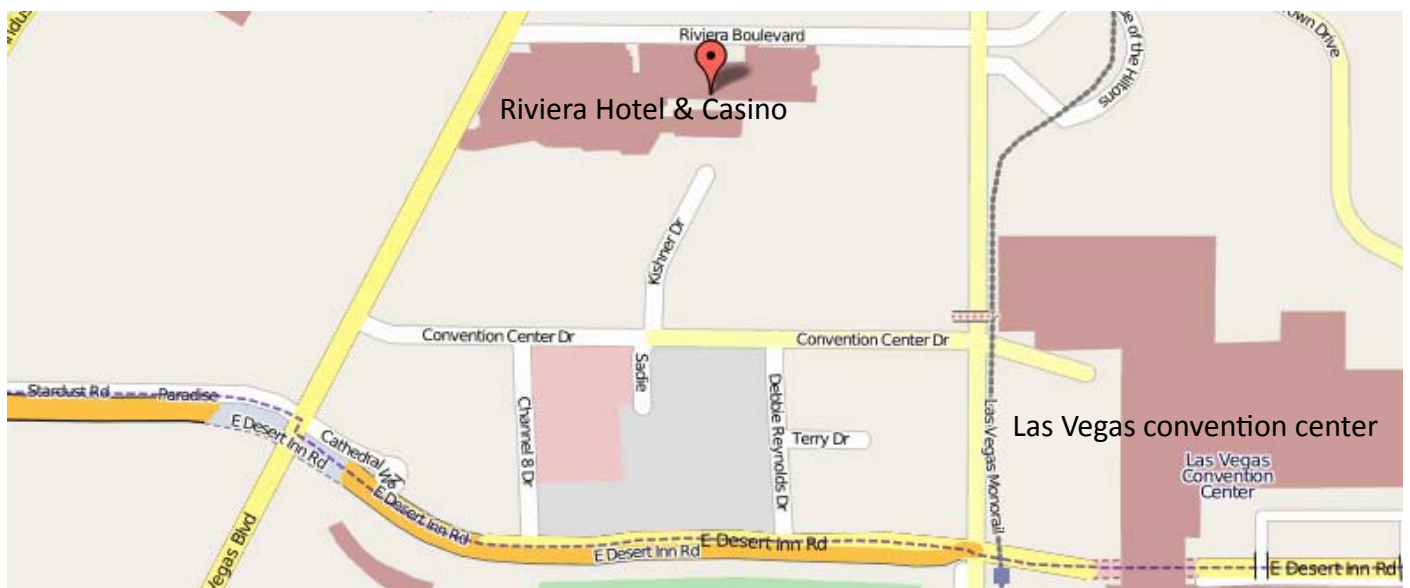
### Meeting location

#### First floor of Royale Pavilion



The Riviera Hotel & Casino  
2901 Las Vegas Blvd, South  
Las Vegas, NV 89109  
Ph +1 855 468 6748

Sunday, 15th April  
Capri Meeting room 111  
Open between 1pm and 5pm





## System Drawings

Did you know that we can help with system drawing for your clients?

Take advantage of Norwia providing tailor made system diagrams for your clients.

Professionally made diagrams can be made on request for your clients from our technical team. Just remember we have many years of experience in design of optical networks and we could come up with a new approach or several suggestions for your clients.

This strengthens your position as a fiber optics expert and lifts you to being a preferred partner.

Just contact Norwia via email or phone with the appropriate information and we will start right away on helping you, [info@norwia.no](mailto:info@norwia.no) or +47 3345 2090 or your contact at Norwia.

## HDMI monitoring SFP

The next step forward has come with the introduction of the HDMI output SFP (NV30-HDMI-OUT) for the miniHUB system.



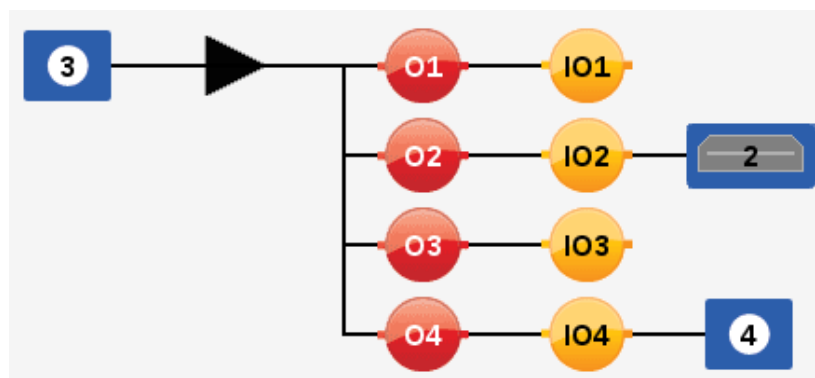
This means you can take a normal fiber transport of SDI video over several hundred meters or kilometers and then decode straight to HDMI for monitoring of the signal.

You can also keep the cost down of monitoring video signals with standard PC monitors rather than using high quality and expensive broadcast monitors.

The NV30-HDMI-T HDMI sfp will receive the following standards SD video rates. (Supported format: 525/625, 720p/1080i (50/ 59.94/60 Hz), 1080p (23.98/24/25/29.97/30/ 50/ 59.94/60 Hz).

Audio is transparent to HDMI giving the ability to decode at the monitor with the appropriate decode circuitry for up to 8 audio channels.

The HDMI monitoring SFP is an additions to the already format, application flexible OC-4B-SDI card. You can upgrade existing cards to re-purpose for new applications or on a temporary basis.



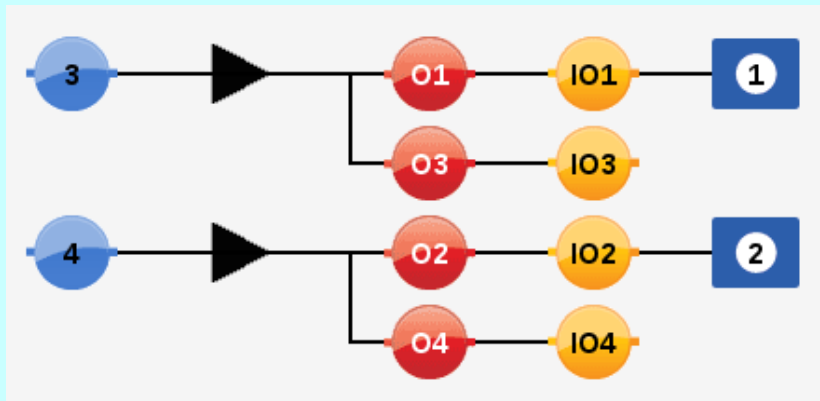


## Analog Video SFP's

Adding to the format flexible, Application flexible OC-4B-SDI is two new SFP's for allowing Analog video inputs and outputs.

The NV03-COMP-2-IN and NV-03-COMP-2-OUT allows Digital to Analog conversion and Analog to Digital conversion for the OC-4B-SDI card.

Using 10-bit encoding and decoding these new SFP can be used for conversion of Analog sources onto fiber optical transport to a remote digital plant. They are also good for decoding digital sources for legacy analog monitoring equipment.



2x (1 x Analog input and distributed to 4 x Digital SD outputs and Fiber optical output)

## RCONmini Software update

A lot of work has been performed on the newest release of RCONmini software.

- Optical power level measurement with no signal input
- Implementation of NV30-HDMI-OUT, HDMI output SFP
- Implementation of NV03-COMP-2-IN, Analog Video input module (AtoD) x 2 (monitoring)
- Implementation of NV03-COMP-2-OUT, Analog Video output module (DtoA) x 2

## What we can do!

The miniHUB system can now accept with an Optical fiber interface the following formats.

- SD-SDI, HD-SDI & 3G-SDI
- DVB-ASI
- MADI
- Analog Video
- HDMI (with Audio)
- WDM, CWDM
- Short and long haul!

Truly format flexible,

Application flexible

and a lower cost of ownership!



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