

Televes consolidates presence in the region with its participation in Broadcast Asia 2012

Santiago de Compostela, 3 July 2012. The 2012 edition of [Broadcast Asia](#) has helped Televes to consolidate markets within the Southeast Asia and Oceania region.

The company has significantly increased its commercial presence for the past 18 years, and the participation in the leading event in the sector has served to strengthen ties with **key operators and distributors** in countries like Singapore, Malaysia, Thailand, Philippines, Korea, Hong Kong, Indonesia and Australia.

Televes collaborates with leading operators in these markets and plays an active role in the transition processes from analogue to digital technologies. Thus, participation in Broadcast Asia was a step in the company's commitment to this region, which offers significant growth potential.

The fair and congress Broadcast Asia was held in Singapore between 19-22 June 2012 and relied on a heavy international participation, as it is becoming the norm for this event.

The event served to announce Televes' participation in a project to offer live television broadcast on big screens located in Orchard Road, Singapore's main commercial street and one of the busiest of the world. These screens will present broadcast signals received with **Televes Omninova antennas**.

Moreover, the news confirming that this Asian country will adopt DVB-T2 modulation as the standard for digital terrestrial television was celebrated in the Televes stand, because of the excellent product positioning that the company has for such technology. It is the case of the **T.0X head-end**, which was one of the star products that aroused more interest among professionals in attendance.

The Televes booth, placed in a privileged location within the pavilion that grouped the Spanish companies, presented the complete range of head-ends, amplifiers, and RF solutions for operators, with the latest advances in transmitters and gap-fillers.