

# Televes certifies commitment to Germany by taking part in ANGA Cable 2011

- The company wishes to consolidate its growth in this market, where sales were up 12% in 2010 and thus boost its international strategy.
- The T0X distribution head-ends, the H45 field meter and a new line of high quality satellite dishes will be some of the products to be presented at the fair.

**Santiago de Compostela, 27th April 2011.** Televes Corporation plans to make its participation in this year's [ANGA Cable](#) fair a clear manifestation of its commitment to Germany and the markets in Central and Eastern Europe. This meeting, fully consolidated as the leading trade fair for Cable, Broadband and Satellite in Europe, takes place in Cologne from 3 to 5 May.

Televes Corporation will have a stand (D21) covering over one hundred square metres, in which it plans to showcase a wide range of specific solutions for the German market. Equipment related to the adjustment of the receiving and distributing facilities, faced with the imminent cancellation of Astra analogue broadcasts, will play a prominent role, given the large market share satellite reception enjoys in Germany. The company will also present a new line of dishes whose quality stands out from the rest thanks to a hot dip galvanising process that radically enhances the durability of its components in inclement weather. In addition, Televes will be showing its solutions for cable television.

The company thus wishes to keep growing in Germany. The importance of this market comes not only from the fact that it is Europe's largest in volume, but also the real benchmark for technology and quality requirements.

Televes Deutschland GmbH, Televes Corporation's subsidiary in Germany, increased its sales by 8% in 2009 and 12% in 2010, and this year the goal is to consolidate this rapid pace of expansion.

## Boosting exports

Growing in Germany also implies moving forward in Televes Corporation's internationalisation plans, with the purpose of balancing domestic and international sales 50/50. Exports currently account for 41% of the company's turnover. It has subsidiaries in nine countries (Portugal, France, Germany, the UK, Italy, Poland, the United States, China and the United Arab Emirates) and enjoys commercial presence in over 80.

The growth strategy in Germany includes a transition plan to stop using the Preisner brand, which was the company's first in this market, and use the Televes name on all company products. This plan has been met 70% up to now.

One of the initiatives developed by Televes Corporation to strengthen its corporate image in the German market was Passion for Quality tour, which was launched in the city of Oldenburg last September. From there it travelled through much of German geography.

### Avant-garde equipment

Among the Televes products to be presented at ANGA Cable 2011, we could highlight the following:

- **T0X distribution head-ends.** The result of Televes engineers' efforts to develop a solution for maximum efficiency in terms of energy consumption per service distributed. They are prepared for the distribution of any of the modulation standards currently available and incorporate innovative features that facilitate the work of professional installers and enable them to carry out fully customised configurations.
- **H45 field meter.** This revolutionary equipment was Televes' first step in digital processing in portable measuring equipment and has now been fully updated with measurements in DVB-T2, the full interface for measurements on fibre optics and an advanced spectrum option of up to 3 GHz.
- **New line of QSD dishes.** Antennas for the reception of high quality satellite television signals and prepared to withstand the harshest environmental conditions, thanks to a meticulous hot dip galvanising process for components.

