



For Immediate Release

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## SIENNA at the Core of Olympic Coverage for Televisa

Beijing, China (August 8th, 2008) — Televisa Installs world's largest SIENNA and Apple based infrastructure for Beijing Olympics.

Televisa - the world's foremost Spanish language broadcaster is using Gallery IEC's SIENNA media infrastructure with Apple hardware and Final Cut Studio for the Beijing Olympics.

Installed by Mexican Systems Integration company Simplemente, the SIENNA based Mac infrastructure comprises the largest SIENNA installation to date, and, in addition, the largest Mac based infrastructure at the Beijing IBC, comprising 22 channels of High Definition SIENNA PictureReady ingest, 200 Terabytes of Apple XSan storage, 50 SIENNA and Final Cut based edit system and 2 SIENNA based playout studios.

The entire system is tied together with SIENNA OriginOne web based asset management, and SIENNA MediaServices - native QuickTime archive and partial restore, to LTO4 tape libraries via Xendata middleware.

The SIENNA and Apple infrastructure **integrates tightly** with the EVS systems used by the host broadcast system, to exchange media and metadata seamlessly.

Televisa is not alone in choosing SIENNA for the Olympics - SlovakiaTV is also at the Beijing IBC with a smaller SIENNA rig, and TVPoland is using SIENNA for their Olympics coverage from their new SIENNA HD Studio in Warsaw.

Whilst the world of sport chooses SIENNA for coverage of the Olympic Games, the news industry continues to roll out the technology in the world of current affairs. 4 new SIENNA ENPS based news sites launched this week, with KSWB Fox-5 in San Diego and 3 more sites for the Associated Press; London, New York and Los Angeles.

For full information on the SIENNA digital media infrastructure for news, sports and multi-cam production, visit the SIENNA Web site at [www.sienna-tv.com](http://www.sienna-tv.com).

### About Sienna

Sienna is a product of Gallery IEC. Gallery is the world's most experienced and established developer of QuickTime based tools for TV broadcast, founded in 1991 Gallery has been developing QuickTime based products since QT version 1.0 in the early 90's. The SIENNA System is marketed in over forty countries worldwide, through a distribution network of approved SIENNA Systems Integrators. For more information, visit [www.gallery.co.uk](http://www.gallery.co.uk) or [www.sienna-tv.com](http://www.sienna-tv.com)

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Gallery • London • United Kingdom • +44 208 340 5677

Web : <http://www.sienna-tv.com>

Web : <http://www.gallery.co.uk>

mail : [sales@gallery.co.uk](mailto:sales@gallery.co.uk)