

# PRESS RELEASE

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## **PEGvault-SD Enables Remote, Live Broadcast of Cherry Festival Parade**

*Media Encoder Allows Local Cable Access Channel 2 to Deliver Nationally Recognized Event to Area Viewers*

Traverse City, MI. — July 12, 2009 — Up North 2, a public access cable television station, was recently granted exclusive broadcast rights for the DTE Energy Cherry Royal Parade, during the National Cherry Festival in Traverse City, Michigan. Without the conventional equipment used for remote coverage of live television events, Up North 2 turned to LEIGHTRONIX and the Internet for help delivering the festival parade to the northern Michigan viewing community.

The festival was only days away when Up North 2 was offered the opportunity to provide live television coverage of the parade, one of the highlighted events on the final day of the nationally recognized National Cherry Festival. Up North 2 was in need of a cost-effective system to get the broadcast quality, uninterrupted live signal back to their television studio across town, where it would be fed to the local cable system and sent out to thousands of potential viewers throughout northern Michigan.

In addition to providing point-to-point signal transmission, the system needed to produce a digital media file suitable for broadcast at a later time, as well as media for streaming video-on-demand from their Web site. Up North 2 realized they could easily achieve these goals using a high-speed data connection and the LEIGHTRONIX PEGvault-SD™ digital video encoder.

The PEGvault-SD was easily connected to the remote television production studio located on the parade route in downtown Traverse City. As the PEGvault-SD digitally recorded the parade in real time, the encoder also began forwarding the digital media file to the television center. The LEIGHTRONIX UltraNEXUS™ digital video server/controller, which handles television automation for Up North 2, received the video file as it was being created remotely by the PEGvault-SD and began playback on the local cable access television channel, delivering a near live broadcast with a minimal 2 minute delay.

As the event concluded, the UltraNEXUS forwarded the video to the Up North 2 streaming site, hosted by [www.pegcentral.com](http://www.pegcentral.com), where the more than three hour event can be seen in its entirety as high-quality, streaming video-on-demand.

### ***About Up North 2***

Up North 2 is located at the Northwest Michigan Community Media Center (CMC), which operates under the authority of the Land Information Access Association, a non-profit community service organization located in Traverse City, Michigan. For more information, visit [www.upnorthmedia.org](http://www.upnorthmedia.org) or [www.liaa.org](http://www.liaa.org).

### ***About LEIGHTRONIX, INC.***

With over 25 years experience in specialty video equipment design and manufacturing, LEIGHTRONIX is recognized as an industry leader in digital video, television automation, streaming video-on-demand, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceed customer expectations in both product performance and support. Exceptional product reliability, a standard 5-year warranty, and cost-free technical support have made LEIGHTRONIX one of the most trusted names in the industry. For more information, visit [www.leightronix.com](http://www.leightronix.com).

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