



LEMO USA, Inc. Mailing: P.O. Box 2408 Rohnert Park, CA 94927-2408 Main (707) 578-8811 Toll Free (800) 444-5366

(707) 578-0869

Deliveries: 635 Park Court Rohnert Park, CA 94928

For IMMEDIATE RELEASE April 11, 2011

LEMO Demonstrates their Connectors, Cables, Converters and Field Repair Solutions for Broadcast Customers at NAB 2011

Rohnert Park, California — LEMO (<u>www.lemo.com</u>), a global leader in the design and manufacture of precision custom connection solutions, will be demonstrating their latest connection solutions for field (harsh environments) and studio (indoor use) applications in Booth #C9012 during NAB, Las Vegas, April 11-14, 2011. LEMO's products include their well established 3K.93C HDTV Connection System (SMPTE compatible), Digital Media Converters, Portable Fusion Splicing, Cable Assemblies as well as Fiber Optic Maintenance, Inspection & Cleaning Tools.

LEMO will be demonstrating a new product, the HD Z-Link fiber optic camera link system that provides multi-channel system camera-style video and audio connections, and control for studio cameras and camcorders alike over a single hybrid cable using the LEMO 3K.93C connectors. The use of high bandwidth fiber optics and the multiplexing of numerous forward and return video, audio, talkback and data channels provide full communication with any camera position. The dual 1.5Gb/s HD SDI option allows support of stereoscopic (3D) implementations of the Red One ® (and other cameras). The HD Z-Link is able to carry 3Gb/s HD SDI which gives it a competitive advantage over the 2.5Gb/s products that do not support 1080P.

3SAE Technologies, Inc., whose expertise is in developing and marketing new fiber optic tools and technologies for optical fiber fusion splicing, and related products, will be demonstrating their latest technology in LEMO's booth during the show. They provide one of the tools that allows LEMO to offer field-termination using the proven fusion-splice technology inside the connector shell. Field repair of SMPTE cable assemblies can be faster and more cost effective due to the elimination of field polishing.





LEMO USA, Inc. Mailing: P.O. Box 2408 Rohnert Park, CA 94927-2408 Main (707) 578-8811

Toll Free (800) 444-5366 Fax (707) 578-0869 Deliveries: 635 Park Court Rohnert Park, CA 94928

For copper broadcast solutions, LEMO continues to offer its wide range of high-performance, high-quality triax connectors. LEMO media converters make it possible to send TV signals long distance over fiber optic cable, even when the camera is fitted with a triax connector. Coupled with the LEMO 3K.93C connection system, the media converter allows HD television transmission over much longer distances and higher levels of definition.

The LEMO 3K.93C hybrid connector has a compact design with two single-mode fiber contacts, two power contacts and two signal contacts for HD camera interconnection systems. The LEMO 3K.93C is fully ANSI/SMPTE (USA), ARIB (Japan) and EBU (Europe) compliant.

LEMO will also be demonstrating a wide variety of their electrical and fiber optic connectors for studio (indoor), harsh field environments (outdoor), audio connectors for microphones and headsets, and power / signal communication connectors for booms and 3D rigging systems.

To complete the connection solution, LEMO also offers custom cable assemblies and will be demonstrating some new cleaning and inspection products for the fiber optic connection systems at the show.

About LEMO

LEMO is a global leader in the design and manufacture of precision custom connection solutions. Our high quality push-pull connectors are found in a variety of challenging application environments including medical, industrial control, test and measurement, audio-video, and telecommunications.

LEMO's representatives and distributors can be found nationwide to conveniently serve customers and their needs. LEMO also provides cable assemblies, prototyping and custom designs with the same uncompromising commitment to quality. For more information about LEMO connectors, please call (800) 444-5366 or visit our web site at www.lemo.com. For editorial contact Julie Carlson, Marketing Communications, 707-206-3776 or jcarlson@lemo.com.