

Yes We Can! Orwell: Advanced System Integrator for Broadcasting

Ampercom is a very well established Italian company, active in the telecommunications market since 1999 as a supplier and system integrator for planning, implementing, operating and maintaining telecommunications and broadcast networks. Ampercom is continuously looking for products, systems and solutions to keep its offer updated and



complete. This enables us to be always present and competitive in a market that changes quickly. To better satisfy customers, in 2002, the company was awarded ISO9001:2000 quality certification and this quality, once delivered to the market, allowed Ampercom to become a leading supplier for many prestigious Italian customers, like Telecom Italia, Vodafone, H3G, Wind and RAI, the public service broadcaster. Ampercom is a company that employs many young people, who help make it agile, flexible and extremely dynamic and an ideal partner for growth in the era of global communication. The new technologies that are arising in the video and radio broadcast world as DVB and DAB needs transport networks and links able to support and assure bandwidth and quality of the stream well suitable for the new requirements. Thanks to the cooperation either with the major broadcast and telecom carriers, either with the



major test and measurements manufacturers, **Ampercom** is able to supply testing and monitoring systems for management and maintenance of a broadcasting and telecommunication network.

In this scenario the needs of testing are split into two main segments: the check of physical and transport layers and the quality of the contents as they are perceived from the users (QoE- Quality of Experience).

For the verification of the physical layers,



Ampercom in partnership with all the most famous brand like Agilent, JDSU, Nemo, can offer

instruments as OTDR (for the optical fiber link characterization), tester for copper line quality, spectrum and network analyzer for monitoring the coverage for the different technologies like DVB-T, DVB-H, DAB, DMD.

For transport layer, the needs of instruments able to perform either troubleshooting and monitoring of the network performance, can be satisfied by the new compact and modular analyzers of JDSU. Least but not last, Ampercom can suggest the best solutions for monitoring from one side the quality of the network and of stream (that is the Quality of Service - QoS) and from the other the quality of the perceived content at the user interface (that is the Quality of Experience - QoE).

In 2008, with the new **Orwell** brand, a new division was born in the sphere of transmitting devices for the TV

broadcasting market. The main purpose is to satisfy the constantly tightening specifications of customers requiring solutions developed and manufactured for their real needs, i.e. extremely small dimensions or dual-drive systems. The Orwell team is made up of system engineers and researchers who are leaders in their fields and who have, for several years, been working successfully in the TV broadcasting market. From the

merging of specific experiences, a project takes shape: putting together under the same brand the different skills of technical development, production and sales experience in order to realize state-of-the-art digital broadcasting systems. Orwell, as an "advanced system integrator", is able to select the best opportunities that the market can offer in terms of products, systems and services, with the aim to give customers the right solution, capable of achieving their digital network projects with the best price-performance ratio available on the market.

Orwell can provide repeating and transmitting systems, 1+1, N+1, with active or passive backup, VHF and UHF, DAB and DVB-T/H. These can be fully completed and assembled following any specific request. Working together with the customer, Orwell can develop projects for the creation, in an already existing rack, of a pre-tested system that can be switched on by a non-expert technician in a very short timeframe. Iso-frequency repeaters with echo cancellation are also available. Every single component of a system is selected on the basis of the specific request coming from the customer,

with the added assurance of the best price for the technical performance requested.

Exciters and repeaters with adaptive pre-correction, power amplifiers with innovative 50 V LDMOS, from 1 Wrms up to 500 Wrms in single 19-inch frame, able to obtain the best performance and economic efficiency, are the basis of these solutions. Every piece of equipment can be customized with the most innovative remote control systems using logic components with high reliability, which are normally used in the automotive and industrial markets. Every system can be connected via RS232, RS485 or TCP-IP interfaces or, on request, with proprietary connections and protocols. Passive components of very high quality and with certified reliability complete this offering, which, in terms of flexibility and technology, can be considered unique in the market. Thanks to its large portfolio of solutions, Orwell is ready to answer the increasing demand for repeaters and transmitters with systems designed and delivered in line with any request and fully meeting the needs of every customer. With its high-performance, low-cost systems, Orwell is the best partner in the European and worldwide markets for both the largest national broadcasters and smaller radio and TV stations working at a local level. As an example, you can see in the picture an Orwell 1+1, UHF, dual-cast, 25 Wrms/100 Wps repeating system recently installed by an important European broadcaster. This device was able to satisfy and even exceed the technical specifications of the tender.

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