



# press release

**For Immediate Release**

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## **ADC to Feature New Miniature Series Patching Solutions at IBC 2008**

*Company Showcasing High Performance Connectivity Solutions for  
Digital Audio and Video Transmission*

**BERLIN – August x, 2008** – ADC (NASDAQ: ADCT; [www.adc.com](http://www.adc.com)) announced today that the company is showcasing its new series of Super High-Density Coax (SHDC) patching solutions at the IBC show, taking place Sept. 12-16, 2008. ADC will be featuring its general HDTV, HD fiber and IPTV products as well as a range of new solutions at Stand B30, Hall 10.

With content creation management delivery the primary focus of the IBC show, ADC aims to highlight its high-performance products for broadcasters in the industry, ensuring that they receive and transmit reliable analog and high-definition video patching. This includes high-performance connectivity with BNCs for coaxial cables, F connectors, composite video connectors (RCAs), and reliable analog and digital audio patching.

“Having developed an enhanced knowledge of designing and manufacturing solutions that support a wide variety of protocol for audio and visual transmissions, ADC is delighted to release these new products that reflect the ever demanding market for higher quality connectivity solutions” said Jaxon Lang, vice president of Global Connectivity Solutions Americas for ADC. “This new portfolio of products not only meets the business needs for high performance and reliability, but it also offers the industry one of the lightest, space saving HD patch panels available.”

ADC’s ProPatch® Miniature Series (PPM) is an all new Super High Density Coax (SHDC) patching system, designed for High Definition (HD), Serial Digital Interface (SDI), AES audio – which carries digital audio signals between various devices, and 5.1 or 7.1 audio applications. While most installations utilise a coax medium, these new solutions have been developed with increasingly limited space in mind. The PPM was recently awarded the Broadcast Engineering Pick Hit award at the National Association of Broadcasters Conference and Exhibition in April 2008 for its industry innovation.

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**ADC will feature the following new solutions from its PPM Series portfolio:**

- **1 & 1.5 Rack Unit Super High-Density Coax Patch Panels** – The new SHDC panels are available in both 1 and 1.5 rack unit configurations. New features of the solution, which deliver higher audio and visual data integrity, include a patent pull out designation strip which significantly increases space for text and a high density 2x48 circuit configuration of ports. The 1.5 configuration offers a higher configuration of ports, featuring 4x48 ports. Both panels are lightweight and durable, with an extremely high thermal shock tolerance level.
- **Super High Density Coax Jacks** – The new SDHC jacks feature 3 different models, normalizing AES, straight-through HD and normalizing HD. The jacks incorporate a unique patent pending switchable termination system, giving users the ability to select terminating and non-terminating 75AMP functions on each circuit pair, a characteristic impedance level. The SHDC high performance normalizing and straight through LCC jacks are rated to SMPTE 424 M HD standards and are rated for AES digital audio and analogue video transmission. Both versions of the jack feature modular screwless mounting, circuit identification icons at the rear and have been tested for vibration and solvent resistance to MIL-STD 202 standards.

**About ADC's Broadcast Connectivity Solutions**

For more than 50 years, ADC has led the industry in audio, video and data patching products, a tradition that continues today in the company's state-of-the-art manufacturing facilities. By designing, engineering and manufacturing virtually all of its own components, ADC has established itself as a premier product builder in broadcast and entertainment. The company anticipates common failure points and overcomes them using the best available materials. ADC's strict adherence to quality standards and careful manufacturing, assures dependable, long-lasting products. To learn more about ADC's high-performance broadcast connectivity solutions, visit: [www.adc.com/broadcast](http://www.adc.com/broadcast).

**About ADC**

ADC provides the connections for wireline, wireless, cable, broadcast, and enterprise networks around the world. ADC's innovative network infrastructure equipment and professional services enable high-speed Internet, data, video, and voice services to residential, business and mobile subscribers. ADC has sales into more than 130 countries. Learn more about ADC at [www.adc.com](http://www.adc.com).

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