

February 2009

**BRISTOL TECHNOLOGY COMPANY DEMONSTRATES ITS
HIGH DEFINITION VISION STATESIDE**

A Bristol based wireless video company has recently showcased its world-leading consumer product at the world's largest electronics event, CES 2009 in Las Vegas – with help from UK Trade & Investment.

Founded in 2001 by two University of Bristol professors, ProVision Communications has already established a strong relationship working with many of the big name digital broadcast providers and manufacturers - including Thomson, Pace, Sky and ITV – focussing on the development of innovative wireless video consumer products.

As a natural extension of its expertise, last year ProVision began development of a new consumer electronics product which would provide high definition (HD) video over a wireless network throughout the home.

In order to deliver this innovative product, ProVision established a new division called AXAR Media. CEO David Sykes understood that in order for the product to succeed the company would need to focus initially upon the HD-hungry US and sought advice on how best to approach this key market.

In early 2008 David and the team approached UKTI International Trade Adviser Mike Brodin. Mike was able to assist with some initial market research as well as implement a programme of visits to businesses and exhibitions in the US to test the waters for demand for the product, all through UKTI's Passport scheme.

UKTI was also able to help ProVision attend January 2009's Consumer Electronics Show (CES) in Las Vegas to launch their new product, known as the AXAR 1000. UKTI provided a Trade Show Access Programme (TAP) grant towards ProVision's costs for attending the exhibition, as well as selecting them for the CES Unveiled programme.

At the CES Unveiled networking event ProVision represented British innovation alongside other companies who received additional exposure to key broadcast and international journalists before the main exhibition.

David Sykes said:

“The help, advice and market intelligence we have received from Mike and the team at UKTI has been invaluable. Our experience at CES Las Vegas was very positive and many of the Pay-TV service providers who came to see the product have already signed up for an evaluation. As a result, our AXAR 1000 product should start appearing in homes on both sides of the Atlantic before the end of the year.”

Mike Brodin, International Trade Adviser said:

“ProVision’s initial focus for the product is in North America and Europe and we are delighted to have been able to play a part in establishing their strategic foothold in America. The AXAR 1000 provides a unique extension to the home HD experience that HDTV service providers will want to share with their customers. We look forward to continuing to support David and the team as they look to increase their global market presence.”

Notes to News Editors

For more information on UK Trade & Investment, please contact the South West International Trade Team on Tel: +44 (0)845 60 60 969/ email: enquiries@uktisouthwest.org

UK Trade & Investment

UK Trade & Investment is the government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign enterprises seeking to locate in the UK. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency. UK Trade & Investment services are delivered locally through a network of International Trade Teams. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery of services. For more information visit the web site www.uktradeinvest.gov.uk

GWE Business West

The South West UK Trade and Investment service is delivered by GWE Business West, a leading membership and economic development organisation delivering an extensive range of services to businesses. As a powerful voice for business we play a major role in shaping and supporting economic growth and success.

ProVision Communications

ProVision Communications, a wireless and HD video company, has been working with leading broadcast operators and set top box manufacturers including Thomson, Pace, the ITV, and BSkyB since 2001. Recent developments have included real time video transmission over Wi-Fi to portable devices at outside broadcasting events, along with HD and wireless innovations for set top boxes and media home gateways. ProVision's expertise lies in its end-to-end understanding of wireless networks and video systems: this includes MPEG-4/H.264 Advanced Video Codecs, radio propagation, antenna design, wireless networking, and reliable interoperation between HD video and wireless standards. ProVision is now strongly placed to deliver its world-leading HD video networking products and technologies to cable, satellite, and broadband TV operators. The company is based in Bristol, UK. For more information please visit www.provision-comm.com and www.axarmedia.com.

Issued on behalf of UK Trade & Investment by COI News & PR.

For further information please contact Daniel Gray on 0117 9003564 or daniel.gray@coi.gsi.gov.uk