

For immediate release:

DSI RF Systems Announces the 4G NewsShark with SD, HD, SDi

September 26, 2012 - Somerset, NJ - DSI RF Systems, Inc., a leader in services and hardware development for the broadcast industry for over 25 years, is redefining electronic news-gathering with its revolutionary NewsShark transmission systems.

After successful introduction of the 3G/WiFi NewsShark, DSI will deliver its next generation 4G SD, HD, SDi capable NewsShark beginning in October of 2012.

The 4G/WiFi NewsShark is a state of the art product designed specifically for broadcast use. The 4G NewsShark utilizes embedded 4G-modem technology along with DSP-based encoding that delivers a lower latency and bandwidth stream than software based systems.

The 4G NewsShark is a single-modem system, using application specific DSP design and engineering. Special attention has been paid to signal encoding and with DSI's Robustivity™ technology and careful choice of antennas with the proper gain, the NewsShark's single-modem system works better than multi-modem systems at a much lower cost. In addition, there is no need for 3rd party aggregation, which also adds latency and cost.

The NewsShark system is a 2.2 pound encoder unit that snaps on the back of most popular camera mounts - so a station can use the batteries they've already invested in - and a single rack-unit decoder. The compact encoder employs a user selectable cellular / Wi-Fi transmission system with dual IFB and an internal battery that keeps the unit transmitting even when hot-swapping external power packs. The comprehensive, user interface screen is designed to permit visibility in both day and night environments.

The 4G NewsShark includes DSI's Robustivity™ technology, which allows throughput of video at lower bandwidths than would ever be possible using bonded modem technology.

Complete NewsShark encoder/decoder systems start at under \$19,000 and are available for purchase or lease to suit your needs.

See the NewsShark 4G live, in action, at the Broadcast & Technology Expo in Verona, NY on October 11, 2012
<http://www.sbe22expo.org/>
or

See our Technical Presentation at IEEE Broadcast Symposium in Alexandria, VA October 17 – 19 2012: *Efficient Codec Design, Internet Anomaly Correction and Embedded Cellular Technology Make Single Modem ENG Practical*, by Joe Giardina & Joe Stack, DSI/RF Systems <http://bts.ieee.org/broadcastsymposium/>

About DSI RF Systems, Inc.

DSI RF Systems, Inc. has served the broadcast industry for over 25 years with innovative products like the NewsShark™ and affordable remote camera systems as well as turnkey RF systems integrations services.

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