



PRESS RELEASE

ViaLite® HD on Broadway

PLAINSBORO, NJ, August 1, 2011 – The new **ViaLiteHD** fiber-optic link system made its debut recently at the 65th annual Tony awards show on Broadway in New York. Firehouse Productions Inc., the company responsible for the complete sound system for the show, deployed the space efficient system to transmit all audio signals for the broadcast.

Bryan Olson, President of Firehouse Productions Inc., stresses the performance and reliability requirements that are paramount for the success of his company: “With the **ViaLiteHD** fiber-optic link system, we could move all of our wireless microphone receivers into our truck outside the venue while maintaining the highest signal quality level. This reduces our stage real estate and setup time, two things that are at a premium in live TV shows. With this implementation we continue to lead our industry in deploying the best technology.” Mark Dittmar, Lead Design and Integration Engineer at Firehouse, noted: “The setup of the **ViaLiteHD** system allowed us to move the receivers more than 800’ away from the stage. The system integrates effortlessly into our overall control architecture.” Vinny Siniscal, Firehouse’s RF Coordinator, added that “The RF setup was straightforward and **ViaLiteHD** makes the installation so much easier for me.” Vinny was also assisted by Sisse Jonassen at the awards show.

The **ViaLiteHD** fiber-link system was rack-mounted in Firehouse’s mobile control truck with a single-mode fiber running into the theater where the corresponding **ViaLiteHD** rack was placed in the wings on stage left. All the antenna signals for the array of wireless microphones used by the actors were fed to the **ViaLiteHD** transmit modules where the RF signals were converted to modulated laser light and sent down a single thin fiber out to the control truck. Besides the RF signal transmissions, the system can also provide complete monitoring and web-based control on both ends of the fiber link.

Up to 13 modules can be installed into a single 3RU frame along with two load-sharing power supplies and an Ethernet/SNMP control module. All modules are hot swappable and are available in blind-mate configurations. This is particularly useful for installations that are space constrained like the Firehouse control truck. All modules are built to the highest design and production standards using the latest components available. PPM, the manufacturer, is confident that **ViaLite** represents the highest quality fiber optic modules available, as well as offering industry leading noise figures and dynamic range.

For more information on the **ViaLite** products please contact ViaLite, LLC.

About Firehouse Productions Inc.:

Firehouse Productions has also become a frontrunner in providing sound for some of the highest exposure, live television multi-band award shows. As a result, the company now offers complete sound systems for every aspect of live sound reproduction. Perfection remains the trademark of the company’s sound systems, and its impeccable reputation is proof of their vision to be the undisputed best sound company in the world. It is based on this reputation that many of their clients now rely on Firehouse to be *the* one-stop audio shop when it comes to large scale Sound Reinforcement, RF Technology & Communication solutions.

About ViaLite LLC:

ViaLite LLC is the exclusive US distributor for the **ViaLite** product line manufactured by PPM Ltd. in Swindon, United Kingdom; PPM provides a complete portfolio of RF-over-fiber products used across a wide range of applications in the communications sector. PPM products are used in the transmission of analog, RF and digital data signals over optical fiber in diverse applications including: telephone, satellite ground stations, public safety mobile radio networks, cellular antenna remoting, GPS timing and TV signal distribution. (www.ppm.co.uk)

Sales and Support:

ViaLite, LLC
5 Stanton Court
Plainsboro, NJ 08536
USA

Toll-free: (800) 374-3078
Phone: (609) 936-1919
Email: sales@vialite-usa.com
www.vialite-usa.com