



HYBRID MC

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January 5th 2006, Paris,

ZVEZDA TV, the new Russian Patriotic TV place a large order for HYBRID MC virtual set solutions



ZVEZDA TV is a new Russian State TV broadcaster owned and managed by Russia's ministry of defense with a goal to provide patriotic education to the young people. Zvezda TV has placed a large order for Hybrid MC virtual set solutions. This contract was made through **Vidau Systems**, a system integrator company and Hybrid MC's reseller in Russia with headquarters in Moscow.

Zvezda TV is the second order won by Vidau Systems for Hybrid MC solutions, after the successful installation at Yugra TV in Siberia.

Zvezda TV began broadcasting in February 2005, in a temporary studio and will move to new facilities in Moscow in May 2006, which will include the Hybrid MC's virtual set solutions.

The order received includes **5 complete Easy Set, virtual set solutions**:

- **Easy Set TurnKey:** The "all in one" solution includes 5 HMD robotic heads, managed each one by a Jogbox, allowing to remote camera movements. The various virtual sets used by Zvezda TV are rendered by 5 virtual set stations Easy Set.
- **Easy Builder:** The external control of the whole virtual set system, for triggering animations, switching sets, Easy Builder enhances the easiness of production within a Hybrid MC virtual set.

Following the relocation of their studio facilities, Zvezda TV will expand its broadcast transmission to ten channels, both terrestrial and satellite with programmes aired within the whole Russian territory.

Zvezda TV will propose to the Russian audience, 20 hours of content per day including films, music, documentaries and news focused on the teenagers and young adults.



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About HYBRID MC

Founded in 1996, Hybrid MC is an Emmy award winning pioneer in virtual Studio technology, offering a full range of products and services for mixing real and computer generated graphics. Their solutions are purpose built for the real-time delivery of broadcast quality imagery. Privately held, Hybrid MC is situated in Paris, France, with customers located around the world. For more information on HYBRID MC, please visit our web site at www.hybrid-mc.com.