

*“Gencom built our HD studio with an innovative system ... and completed the installation two weeks ahead of schedule, it was amazing, it's very good.*

*The cost was great and the way Gencom worked with us, when we're busy as we are at the moment... we hardly knew that they were here except for the fact that the place got built, which was great.”* Tom McVeigh,

ESPN Star Sports, Singapore



## WHY GENCOM

- A proven track record for excellence.
- A philosophy of “listening to the customer”.
- As a result of core competency within the company, Gencom is able to action projects rapidly.
- Unrestricted access to company personnel from the top down.
- Gencom's relatively low New Zealand cost base means that projects can be completed cost effectively.
- Global support services.

## AREAS OF EXPERTISE

- Studios & control rooms
- Complete television stations
- Playout centres
- IPTV solutions
- Head ends for cable and satellite
- Outside broadcast and SNG vehicles
- Linking systems & telecommunications
- Digital signage
- A.V. & multimedia



TVNZ



BBC Washington, News Bureau



ESPN Star Sports, HD Studio

## System Design, Supply and Integration for -

- Broadcast Television ■ Telecommunications
- Digital Signage ■ A.V. & Multimedia



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# “inspiration. partnership. support”

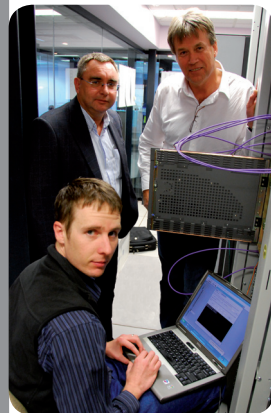


*Your global partner in media technology solutions*



## GENCOM

For over 40 years Gencom Technology has been a leading provider of integrated broadcast solutions with an unsurpassed reputation within the industry for their **inspiration, partnership and support**.



As the telco and broadcast industries have converged, Gencom has kept at the forefront of technological developments such as:

- HDTV transmission
- Media Asset Management
- New delivery technologies like IPTV

At the heart of Gencom's ability to deliver the finest technologies is its' personnel. Gencom has progressively invested in **highly experienced** and talented engineers strategically located in markets to benefit a broad range of customers.

To provide design and support services globally, Gencom now has fully staffed offices in New Zealand, Australia, Asia and Africa. Gencom has **world-class design centres** and **factories in Auckland and Singapore** providing end-to-end technology solutions for the broadcast, multimedia and telecommunications industries.

## INSPIRATION

Gencom's '**can-do**' attitude promotes confidence in any project. Both customers and business partners alike are **inspired** not only by Gencom's enthusiasm and experience but with the efficiency and cost effectiveness of their technology solutions.

*"We needed to create a new platform for our broadcasting customers... Gencom led the way, they have driven us to achieve outcomes that far exceeded our expectations and that's been great, that's exactly what we needed."*  
Gary McCorry, Manager of Television and Radio Services, Telecom NZ



Gigasat uplink, NZRB



OSB



Trackside Studio

*"Gencom has a really competent core of engineers, which enables us to do everything from pure consultation with the customer through to conceptual design, detailed design, the drafting, all of the project management and the actual wiring and implementation required for a project. We cover all of those facets with people in house."*

Ray Sanders, CEO, Gencom Technology



## PARTNERSHIP

Paramount to Gencom is their **integrity** and **commitment to the client's needs**. This philosophy has produced successful **partnerships** with both customers and manufacturers over many years and resulted in many clients committing to a series of large projects.

The high levels of up to date experience within Gencom's design and engineering team means that any kind of project can be accommodated, no matter how large or complex and because Gencom is a relatively small organisation customers are able to deal with Gencom personnel from the CEO down.



*"We found the expertise of Gencom to be very broad and we were able to deal with just Gencom, not other companies, to finish the project.... the teamwork between WIN's engineers and Gencom's engineers is excellent, as a result, both sides take a very personal approach to the partnership and it works extremely well and we are very happy with that."*

John Smithers, Director of Broadcast Engineering, WIN Television

## SUPPORT

In addition to providing innovative facilities, Gencom understands the need to **support customers** into the future in order to protect their investment. Every overseas office has engineering staff, which enables Gencom to quickly manage support from a number of bases around the world to cover customers needs around the clock.

*"We've had a relationship with Gencom for many years with a number of projects. They designed, built and installed our station... in the broadcast business relationship is everything, because you need to have an ongoing commitment from somebody that you can trust."* Bruce Eagles,  
Project Development Manager, Māori Television



*"Gencom Technology provided us with an innovative ...*



*fully automated production system for our news room. "*  
Rochelle Gillespie, producer / presenter TVNZ 7 News

*"We selected Gencom to supply and integrate a major system*



*...we had absolute confidence that they would deliver. "*  
Alan Turner, Project Director, Kordia

*"We set Gencom an impossible task to build outside broadcast vehicles for our initial fleet in a ridiculously tight time frame..."*



*...and they built the most advanced vehicles in the world for us at that time—and they delivered ahead of schedule!"*  
Murray Roberts, Manager for Sales and Marketing On Site Broadcasting

*"Gencom is not a short term company, we are not there to win at all costs, we are here to do a good job at the right price and in the right time frame. We're here for the long haul."*

Ray Sanders, CEO, Gencom Technology