



The Microspace Uplink Newsletter

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3100 Highwoods Blvd, Ste 120
Raleigh, NC 27604
919.850.4500
www.microspace.com

Microspace Introduces Innovative Satellite Delivery Offering—VELOCITY® MICROBURST



What is VELOCITY® MICROBURST? It's a new content delivery offering developed by Microspace to meet the demands of an organization's "bursty" content delivery demands.

VELOCITY MICROBURST allows VELOCITY data users to acquire occasional "bursts" of additional bandwidth.

Many content delivery requirements call for a weekly or possibly a monthly update of new content to supplement their regularly scheduled delivery. This type of bursty content update is best served by a technology that allows users to increase the data rate of their fixed rate Microspace channel for short, medium or longer periods of time.

Users not only pick the amount of time but also select the data rate to be utilized during that period of bursty traffic.

According to Greg Hurt, VP of Sales and Marketing "MicroBurst is really the best of both worlds – getting high bandwidth satellite delivery and paying

for it only when you need it. No need to pay for an additional full period 1, 2.5 or even 5 Mbps when you only need it for 1, 3 or maybe 5 days".

Microspace Communications has over 20 years of experience in cost effective and reliable point to multi-point delivery of video, audio and data.



"MICROBURST is really the best of both worlds – getting high bandwidth satellite delivery and paying for it only when you need it." - Greg Hurt, Microspace's VP of Sales & Marketing

For more information contact Greg Hurt at: ghurt@microspace.com or 919-850-4561.

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MICROSPACE NEW MAILING ADDRESS

Please note all correspondence sent to Microspace via USPS must include our Suite number.

Microspace Communications
3100 Highwoods Blvd
Suite 120
Raleigh, NC 27604

Microspace Launches a New Website! Check out the new www.microspace.com

Microspace has unveiled a brand new website and according to Greg Hurt, Vice President of Sales & Marketing, "The reaction to the new site has been great."

Hurt added, "Our goal was to create an aesthetically pleasing site that contained all of the resources that one would need plus incorporate easy navigation."

The new Microspace site highlights all of the company's services and specifically addresses solutions provided to the digital signage and digital cinema markets. These markets are deemed high growth areas for Microspace.

The new site, through its NEWS section, also keeps you abreast of upcoming events, staff participation in panels/tradeshows as well as new service offerings.

Microspace also introduced it's FACEBOOK presence during the new website launch.

For more information contact Greg Hurt at ghurt@microspace.com or 919-850-4561.



Microspace Communications To Offer Shared Hub Services With X-Digital Systems Platform



Microspace Communications, an industry leader in providing satellite distribution for private audio and radio networks, has just announced a new service offering. The company will begin providing shared hub services utilizing

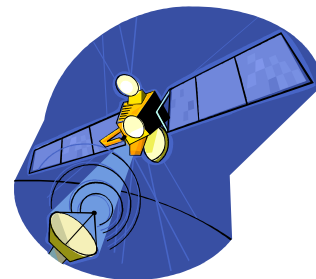
X-Digital System's popular content management platform.

According to Greg Hurt, Vice President of Sales and Marketing at Microspace, "The shared hub concept is one we have had great success with in the past. It's an ideal solution for radio programmers that want to utilize X-Digital's family of XDS-PRO receivers but prefer not to invest in headend infrastructure."

Microspace will provide the necessary satellite bandwidth, uplinking and 24/7 support from its world class Raleigh, NC teleport. Customers will have full access to the fully redun-

dant X-Digital Systems content management systems that will also reside at Microspace.

For more information contact Greg Hurt at ghurt@microspace.com or 919-850-4561.



Microspace Article Featured in Digital Signage Magazine

The following is an article by Microspace's Greg Weaver, Manager of Digital Signage Networks, which appeared in a recent issue of "Digital Signage Magazine".

In Search of the Best Path to Success

After checking on a few of your locations, some type of broadband is available at 80-90 percent of the locations. While broadband to your home can be as low as \$19.95 per month, as soon as you mention "business" or "commercial", the price usually quadruples to an average of \$80 per month. In addition, the quality of service (QOS) is not guaranteed. (Any time you see an agreement that says, "...speeds up to x", buyer beware.) So 300 sites x \$80 = \$24,000 per month, if you can reach all sites. That blows a hole in the operating budget before you get out of the gate. What alternatives are available?

Cellular is available in virtually all locations. Most plans offer "unlimited" data for around \$60 per month. (Most "unlimited" plans actually offer only 5 Gbytes per month at that price, exceed that and overage charges apply.) 300 sites x \$60 is \$18,000 per month. Still too much.

Satellite delivery is an option. There are essentially two types of satellite networks, Very Small Aperture Terminal (VSAT), which is normally considered two-way operation, and Receive-Only, (RO), which is a one way "Multicast" broadcast.

VSATs are in wide use in retail for mainly transaction type functions, for example, using small bursts of data for sending credit card info out from the remote site and the authorization that comes back. VSATs work great in this application. However, most of the VSATs in a network share the satellite bandwidth, so sending video or large files require larger amounts of bandwidth to serve all locations simultaneously. The average monthly charge per location is right at \$100 for a commercial network channel that will provide a reliable bandwidth for occasional file delivery. If streaming live video, the costs go even higher. In addition, the capital investment required ranges from \$500 to \$1500 per terminal plus installation. 300 sites x \$100 = \$30,000 per month.

Receive-Only broadcast satellite systems are in wide use worldwide. These have been used since 1980 to deliver audio, video, and data to homes and businesses. They are highly reliable in both the equipment and operation. The receive satellite antenna is relatively small and inexpensive (\$200). Some satellite companies offer a "fixed" monthly charge that is all inclusive of network operations regardless of the number of sites.

Often the most cost-effective, reliable, and easiest platform integration is a "hybrid" network. At Microspace, we offer

each technology and service mentioned above (except snail mail), so I am agnostic when it comes to selling each one. I believe that a satellite multicast with a cellular return channel makes the most reliable and economical sense on a monthly recurring charge basis.

We have multiple networks in operation. For example, let's take a 1500+ site network using satellite broadcast. This aggregated month capacity is over 300 Gbytes available at the remote locations. A cellular return channel is used for the return channel only. Since the traffic coming back from the location is in the form of small bits of occasional data, we utilized the smaller cellular data plan. The cost for this hybrid network is less than \$20 per month.

For more information contact Greg Weaver at gweaver@microspace.com or 919-850-4547.

One of Microspace's latest ad campaigns focuses on the importance of reliable and cost effective delivery of compelling content

CONTENT IS KING...
ONLY IF IT GETS DELIVERED RELIABLY AND COST EFFECTIVELY!

Microspace Communications provides content delivery solutions for 10 or 10,000 locations. Whether utilizing satellite or wireless technology we will get your message to it's intended destination on time every time.

Contact Microspace today to find out how our 20+ years of content delivery experience can work for your digital signage network!



MICROSPACE
COMMUNICATIONS CORPORATION

CONTACT:

Greg Weaver, Mgr. of Digital Signage Networks | 919.850.4547
gweaver@microspace.com | www.microspace.com

Microspace Communications Continues Support of the Ft. Sanders Medical Center & The Patricia Neal Rehabilitation Center



The Patricia Neal Golf Classic is an event benefiting the Patricia Neal Rehabilitation Center in Knoxville, TN. The Center is named in honor of a child of Knoxville, a

gifted actress, a gallant woman who became a national symbol of hope through her rehabilitation from three massive strokes. The Center is dedicated to people with disabilities who are learning to become as independent as they possibly can.

Over the past 25 years the Patricia Neal Golf Classic has raised over \$3.8 million to support the many programs and services of the rehabilitation center. Since the center's beginning in 1978, over 28,000 inpatients have come to the center to begin their recovery. Today, the center treats over 1,000

annually. In addition, more than 86,000 people have received treatment in the 13 outpatient clinics located across the region. The core facility at Fort Sanders Regional Medical Center and the associated outpatient clinics spread over East Tennessee have helped many people relearn to walk, talk and adapt their bodies and environments to new limitation while preparing to live independently.

According to Joe Amor, Microspace's Vice President & General Manager, "The Patricia Neal Rehabilitation Center has treated over 86,000 people. It's an incredible organization and we are certainly pleased to be able to continue our support."

For more information please visit their website at <http://www.patneal.org/>

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Microspace Client Supports Ohio State University Program for Health

Microspace client, Abercrombie & Fitch hosted the 9th annual A&F Challenge on September 9th, 2010 at their Home Office in New Albany, Ohio.

Since its inception, the A&F Challenge has supported initiatives that are valued by our business partners, associates and customers. All proceeds raised through the 2010 A&F Challenge will support the Ohio State University Health System and The James Cancer Hospital and Solove Research Institute. The Program for Health focuses on women's cancers and the prevention, diagnosis, and treatment of inflammatory bowel disease.

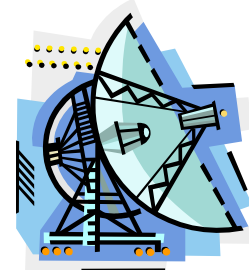
The Ohio State cancer program is part of The Ohio State University, the largest public university in the nation. They are affiliated with The Ohio State University Medical Center, one of the largest and most diverse academic medical centers in the nation and the only academic medical center in central Ohio.

The cancer program at Ohio State encompasses more than 200 comprehensive cancer center members from 13 of the 18 colleges at The Ohio State University and includes

physicians from 16 specialties. The OSUCCC-James' singular focus on cancer has led to multiple accomplishments that have changed the standards of care with respect to prevention, diagnosis and treatment, in a way that substantially improves outcomes for cancer patients.

For more information please visit their website at <http://cancer.osu.edu/about/Pages/index.aspx>

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Microspace and The Durham Bulls Hit a Homerun as MLB Network's First High Definition Minor League Game Telecast



HD isn't just for Major League Baseball clubs anymore. In a first for Minor League Baseball, the Durham Bulls (Triple-A – Tampa Bay Rays) vs LeHigh Valley Iron Pigs (Triple-A – Philadelphia Phillies) game on June 28th was broadcast live from the Durham Bulls Athletic Park in high definition. Microspace Communications was responsible for the fiber transmission of the Durham broadcast which was rebroadcast nationally from MLB Network's headquarters in Secaucus, New Jersey.

The game was available on MLB Network, which reaches more than 55 million cable, telco and satellite homes nationwide. Through the efforts of MLB Network, Microspace Communications, Explorer Post 50 and Time Warner Cable, the HD broadcast of the game, which was won by

the Bulls with a walkoff hit, was available to baseball fans across the country.

According to Bonnie McNay, Manager of Video Services at Microspace "It's wonderful to add this event to Capitol Broadcasting's long list of high definition accomplishments".

Equally exciting was the fact that the entire game was produced on site by Explorer Post 50, a cadre of dedicated high school students sponsored by Fox50 TV and the Bulls.

The Bulls scored two runs in the ninth to rally past Lehigh Valley so it was a good day all around in Durham and for MLB Network.

For more information contact Bonnie McNay @ bsouthard@microspace.com or 919-850-4558.

Microspace Employee Highlight- Tonja Seawright Satellite Digital Cinema Customer Service Coordinator II



Tonja Seawright
Microspace's Satellite Digital Cinema
Customer Service Coordinator II

If you enter the halls of Microspace and hear singing, you'll be hearing Tonja Seawright. The cinema delivery diva keeps things humming at the digital dynamo that is Microspace.

"Besides the great work, and her positive attitude, Tonja keeps us all smiling with her propensity to break into song

at any moment during the day!" said Microspace Manager of Digital Cinema Delivery Curt Tilly, her supervisor. "And when she sings, you hear it in the whole building!"

Seawright originally thought she'd train to be a Corporate Attorney, but maybe songstress might be a more appropriate career direction. However, her organizational skills have made her an asset at Microspace; the singing is just a bonus for those who work around her.

"Tonja does a great job coordinating the many aspects of our digital cinema service," explained Tilly. "In any given week, she is discussing movie details with Hollywood studios, coordinating installations of new theatres, and running a call center

to check on theatre operations associated with movie deliveries."

Seawright said if she could be anyone for a day, she'd be Oprah Winfrey. Sounds like she has the skills.

"She has the impressive ability of bringing very different groups of people with differing agendas together to accomplish her work," said Tilly.

Seawright joined Microspace in June of 2004 as the switchboard receptionist. She's worked her way up to a Microspace Satellite Digital Cinema Customer Service Coordinator II.

Seawright has her own goals for her job. "I want to achieve the ultimate trusting relationship with clients, vendors and the Microspace Staff," she said. "My responsibilities are to coordinate communications with studios to process orders for movie transmission to assigned theatres insuring that we receive ingest verification for each movie on a timely basis. I work with the engineers to coordinate technical issues and with clients and vendors to coordinate theatre equipment installation."

She's making things happen. And she's doing it all with a smile and a song.

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