



PRESS RELEASE – *for immediate release*

Sony and ABU partner for the third year to honour the regional broadcast professionals

7 January 2010: The winner of the 2009 ABU Broadcast Engineering Excellence Award, Mr Law Man Hoi Wicky from Phoenix Satellite Television of Hong Kong, has returned from a study tour in Japan, jointly organised by Sony Electronics Asia Pacific (Sony) and the Asia-Pacific Broadcasting Union (ABU).

Mr Law, is currently the Engineering Manager of Phoenix Satellite Television. Previously he worked in the Engineering Department of the Star Group for 13 years. Mr Law holds Master degrees in Communication Engineering and Engineering Management. He is a founding member of the SMPTE Hong Kong Section.

Wicky Law led a project team to design and implement fully file-based and HD ready production facilities at the new Phoenix headquarters in Hong Kong. The new facilities enhance productivity using “One production, multiple consumption” and “One content, multiple versions” concepts. Mr Law was responsible for the entire system design, workflow analysis and equipment selection. His project management and technical expertise contributed to the success of the project.

Based on this successful implementation of the HDTV production facility, Mr Law was awarded the 2009 ABU Broadcast Engineering Excellence Award.

He received the award trophy from Mr Phillip Nottle, Technology Manager, Sony Business and Professional Products Asia Pacific Company, at the ABU Awards Ceremony held during a glittering function in Ulaanbaatar, Mongolia. This function was organized in conjunction with the 46th ABU General Assembly, hosted by the Mongolian public broadcaster, Mongolian National Public Radio and Television.

During the study tour, Wicky Law visited three Sony facilities in Japan. Among them was the Atsugi Technology Centre, a Sony research and development centre where most of the broadcast and professional products are designed. He was introduced to a number of current developments, including roadmaps for XDCAM and 3D displays.

The Square, located in the Sony Head Office, is where the VIP showroom is situated displaying all the new Sony products. Mr Law witnessed the 4K projection system and the 3D theatre. During his visit, he also met with many of Sony’s senior executives.

Mr Law also visited the Kosai Technology Centre, near Osaka, the main manufacturing plant for Sony's broadcast and professional products. He visited the assembly cells that put circuit boards and parts together with the help of specialised custom made tools.



XDCAM Demonstration



Demonstration of 3D live production at Sony

Describing his experiences on the visit, Mr Law said, "The study tour has given me a valuable chance to visit different facilities of Sony in Japan. With that, I have been able to understand the dedication Sony has been putting into research & development, as well as production in the broadcasting industry. I was impressed by this pursuit of advancement and excellence Sony has achieved." Mr Law expressed his thanks to Sony and ABU for organising this successful study tour.

The ABU Award is reserved for current or former staff of ABU members within the Asia-Pacific region. Contributions to the broadcasting industry made during the last five years are considered for the application of the award.

“Sony has always been actively involved in the broadcast industry through innovations of our technology and solutions, and also through our belief in training talented individuals. We are again privileged to partner with the ABU to promote engineering excellence by giving eminent broadcast professionals the recognition for their work, and to have this platform for exchange of ideas,” said Mr Kozo Fujita, Director of Business and Professional Products Asia Pacific Company, Sony Electronics Asia Pacific Pte. Ltd.

“The ABU is, once again, privileged to have Sony as the sponsor for this prestigious broadcasting award. This well established award in the broadcasting industry is a recognition of the outstanding and innovative work done by the recipient. Continued cooperation between Sony and the ABU creates new opportunities for the broadcasting industry in the region,” said Sharad Sadhu, the Director of the ABU’s Technical Department.

The award, which is now in its seventh year, is presented to an individual for contributions of an outstanding nature in broadcast engineering and its related disciplines. It receives quite a few entries from top broadcast professionals and is keenly contested. In the previous years, eminent broadcast engineers and researchers have been recognised for their commendable work through this award.

Apart from the study tour, the award carries a commemorative trophy, a citation and a life-time ‘Distinguished Observer’ status at meetings of the ABU Technical Committee.

About Business & Professional Products Asia Pacific Company

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. Business & Professional Products Asia Pacific Company (BPPA) is established as a division company in Singapore under Sony Electronics Asia Pacific Pte. Ltd. BPPA is the Asia Pacific headquarters for the B2B Solutions Business group of Sony Corporation. It markets Sony’s leading broadcast systems, professional video and audio products, as well as videoconferencing and surveillance systems in Asia other than Japan. It also provides customized business solutions, comprehensive technical support and after-sales service to help Sony’s customers stay at the forefront of their business.

Please visit the website at <http://pro.sony-asia.com> for more information.

About the ABU

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region. It provides a forum for promoting the collective interests of television and radio broadcasters, and engages in activities to encourage regional and international co-operation between broadcasters. It currently has over 200 members in 57 countries, with its broadcaster members reaching a potential audience of about 3 billion people. For more information, please visit <http://www.abu.org.my>.

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