

TV broadcaster in Dubai with RTS & Telex systems

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- ▶ Dubai Media Incorporated (DMI) uses systems from Telex and RTS
- ▶ Over the years, DMI has equipped its entire outside broadcast fleet with talkback systems from Telex and RTS

Straubing, February, 2009 Dubai Media Incorporated (DMI) is a state-supported media organization based in Dubai. Over the last years the company, which runs five separate TV channels, has invested heavily in systems from Telex and RTS.

DMI's purchases included digital matrices (ADAM CS, Cronus, and Zeus), talkback systems and a RadioCom intercom system. To ensure maximum efficiency when reporting on local, sporting, and cultural events, the DMI team has also equipped its fleet of six OB trucks with state-of-the-art equipment from Telex and RTS.

“The experts at DMI considered it essential to invest in pioneering equipment,” says Ammar Fawzy, Regional Sales Manager CCS for Telex RTS Intercom. “The modular structure of the systems purchased, the compatibility of the various devices with one another, their legendary reliability, and — last but not least — the outstanding image of Telex and RTS were all factors in their decision. The equipment helps DMI to consolidate its leadership position in the region.”

About Dubai Media Incorporated (DMI)

The mission of Dubai Media Incorporated is to “embody the spirit of originality and modernity of the UAE and Dubai, as well as contribute to the dissemination of the image of Dubai and its achievements regionally and globally, while respecting the social, cultural, and family values of the UAE, the Gulf, and the Arab world.” Adopting as its slogan “Media, Dubai Spirit,” DMI seeks to attract viewers with creative and relevant television content. Currently DMI operates five channels of entertainment and current affairs: “Dubai” covers local themes, “Sama Dubai” focuses on national identity, and “Dubai One” is addressed to the English-speaking world. “Dubai Sports” and “Dubai Racing” focus respectively on general sports and horse and camel racing.

snapshot, 18 February 2009

Press photo: PM_Telex_0109_DubaiOB_1.jpg



One of Dubai Media Incorporated's outside broadcasting vehicles...

Press photo: PM_Telex_0109_DubaiOB_2.jpg



...equipped with intercom systems from Telex und RTS

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