

EMG Announces EMG Connectivity for World Leading Wireless Solutions

Move unites leading RF and connectivity divisions under one brand led by new international management team

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Europe's leading broadcast service provider EMG today announces that the RF services in the Group will be united under the EMG brand. This means that the activities of Eurolinx, Broadcast RF and the RF activities of EMG France will be consolidated within a new business unit called EMG Connectivity. The new combination will, as global market leader, continue to deliver the bespoke customer service for which EMG is renowned all over the world. More than 1500 RF events per year are covered by the EMG Connectivity specialists including the most renowned sport events and entertainment shows of the world.

For several years, the various Connectivity business units have been collaborating and working as one at many major international events such as Tour de France and Giro d'Italia, the Olympics and FIFA World Cup, the European Championships in Munich, the marathons of London, Berlin and Vienna and many entertainment shows including Love Island and the BAFTAs. Clients working with EMG Connectivity will now be able to draw on the unrivalled knowledge and resources of the whole Group to integrate world leading solutions in remote production, IP technology, RF, satellite and 5G into their next production.

The new business unit will be led by an international team of EMG experts helmed by Bruno Gallais (Managing Director EMG Connectivity) who will hold this role alongside his work as CEO of EMG France. Gallais will be joined in the management team by Mark Houghton who will lead the UK business and will be Innovation Director for EMG Connectivity. Bruno Coudyzer from Belgium will be responsible for Business Development. From France, Rudy Dendleux will be the Technical Director while Chris Brandrick, known from Broadcast RF, will become the unit's Commercial Director.

Within EMG Connectivity approx. 80 professionals are constantly working on more than 1500 events per year, with double this number on race/event days.

EMG Connectivity will be the best equipped RF company in the world providing the most extensive range of wireless broadcast solutions in the best possible quality. Among these are:

- 10 operational RF vehicles
- 300+ RF links, of which 175+ are HEVC (UHD/HDR capable)
- 35 BMW motorbikes and access to multiple electric motorbikes
- 5 equipped relay airplanes, of which 4 with pressurised cabins
- The ability to deploy 25+ EASA airworthy RF helicopters
- 20+ bonded cellular 4G/5G systems

The inhouse development company Livetools is continuously developing new devices exclusively for EMG Connectivity. Apart from Livetools, EMG also deploys the world leading RF manufacturers in the industry.

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EMG Connectivity will of course continue to provide services independently from other services like outside broadcasting.

Shaun Gregory, Group CEO EMG, said: “EMG brings the world’s biggest events to billions of viewers through our connectivity services. EMG Connectivity is the best of both worlds: by creating one brand but maintaining the individual customer service of the three companies we are able to offer clients greater clarity and access to the strength and knowledge of the EMG Group. The combination enables better and faster focusing on developing a new range of products and services, and in addition entering new markets.”

Bruno Gallais, Managing Director of EMG Connectivity, said: “Working wirelessly is a given in almost every outside broadcast production and is seamlessly integrated into our workflows. By joining forces, EMG Connectivity offers our customers all our expertise and a tailored service with greater efficiency benefits. We’re looking forward to working with our existing clients and new clients on their next project.”



*From left to right: Rudy Dendleux, Chris Brandrick, Bruno Gallais, Bruno Coudyzer, Mark Houghton.
(photo: Christopher Hibbert)*

For more information please contact:

Patrick Brand, Group Head of Marketing and Communications EMG
+31 (0)6 222 30 797 | patrick.brand@emglive.com

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