



deltatre provides NRK the Gold Medal standard of web coverage for the Vancouver Winter Olympic Games.

Torino, Italy, February 9, 2010

deltatre has been chosen by NRK, the Norwegian Broadcasting Corporation, to provide a state of the art internet solution for its digital media coverage of the Olympic Winter Games in Vancouver.

Norway is the all-time leading medal-winner in the history of the Winter Olympics and has a well-established and very strong history in winter sports. With the **deltatre** Internet solution NRK will be able to offer viewers in Norway the most complete video and information service ever provided for the Winter Olympic Games.

For the first time in Olympic history, Norwegian fans will have the opportunity to see every single moment of every competition – both live and on demand – and will have access to the detailed results of each sport, including split times on www.nrk.no/ol.

Rune Haug, Head of Sports at NRK, said *"Our broadcast of the Winter Olympic Games is the most important sports broadcast we will do this year, and we want to offer all Norwegians the most complete possible experience. We will complement our broadcast coverage with the finest Internet coverage ever offered for the Winter Games. We selected **deltatre** to support our Internet efforts due to their Olympic-leading efforts as evidenced by what they did in Beijing 2008."*

"We are very proud to work with NRK for Vancouver 2010" said Ciaran Quinn, Director, **deltatre**. *"Norway is at the forefront of winning medals in the Winter Games and NRK is at the forefront of showing viewers everything they could possibly want, via either broadcast television or the Internet, for the Winter Games. NRK is showing great vision and we are pleased that they selected us to help them achieve their vision."*

Under this agreement **deltatre** will enable a rich web experiences at the highest level. From breakfast until bedtime viewers will be able to watch, at the very highest quality, each and every competition as well as highlights, follow their favorite team and players, consult statistics and much more, for an unrivalled Olympics web experience.



The NRK service will:

- Offer every moment of every sporting event live, in high definition over broadband Internet
- Show NRK1 and NRK2 channels as well as video highlights of every event in high definition
- Show all statistics of every event and every athlete in real time, in sync with the video both live and on demand
- Enable viewers to navigate videos by sporting action, such as goals, so that they can easily find their own favorite moments
- Track the performance of all athletes, not just the superstars
- And much more.

deltatre's web solution for the Olympics combines video, data and editorial content. The video provides great video quality with no buffering thanks to its adaptive streaming. A full DVR functionality allows users to pause, rewind, have instant replay, and even watch in slow motion every single key moment of the Games. Combining the video with highly detailed data synchronization, **deltatre** allows viewers to get maximum information in real time. The huge amount of data gathered is then organized in two levels to meet the requirements of both "occasional" and "specialist" audiences. This is the first time that any European Olympic broadcaster will offer such a rich, interactive service, and it is available only from NRK.

We welcome you to visit www.nrk.no/ol to experience more.

About **deltatre**:

deltatre is a Sport Media Services company that provides operational, technology and consulting services for broadcast, web, results, graphics and sport business process. It works with leading Sports Federations and Television Broadcasters.

With over 300 staff in Torino, London, Lausanne, Zurich and Paris and 24 years experience at the highest level of international sport, **deltatre** web technologies drive among the most prominent, high profile websites in the sports world.

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