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## **DEV Introduces 70%-Lower-Cost RF Transmission Products at IBC 2011**

### **DEV Core Function Product series offers top quality at low price**

*At IBC 2011, DEV will introduce a new product series offering up to 70 % cost savings by reducing devices to their core functionality. The CFP (Core Function Products) series provides broadcast, satellite, and CATV customers with the same superior RF signal transmission quality for which DEV is known around the globe, but comes deliberately without certain features available in DEV's standard product versions. The worldwide debut of the new product series will occur at the IBC 2011 trade fair, September 9 to 13, in Amsterdam, The Netherlands.*

The first products in the new series to be unveiled are L-band splitters (2 x 1:8 and 4 x 1:8), broadband switches (multiplexers/demultiplexers) n x 1:8 and n x 1:16, and CATV band combiners/splitters (8:1 and 16:1 combiners, 1:8 and 1:16 splitters), all in a 1RU form factor. By dropping certain features such as alarm and monitoring ports, RF sensing and redundant power supplies, in its DEV Core Function Products series, DEV is able to price the new CFP product series at up to 70 % less than the standard full-featured versions of the products.

“For some broadcast, satellite, and cable RF applications, customers just want the core features and cost-savings offer with this new product series, without requiring all the value-added functionality that comes with DEV's popular full-featured products,” says DEV Managing Director Jörg Schmidt. “The introduction of DEV's CFP series marks an expansion of our ability to serve a larger segment of the media technology marketplace.”

DEV's new Core Function Products series as well as other DEV products will be showcased on the trade show floor at DEV's Booth Nr. 1.F34 during the IBC 2011 convention.

**About DEV Systemtechnik:** DEV Systemtechnik ([www.dev-systemtechnik.com](http://www.dev-systemtechnik.com)) develops and produces a complete range of leading-edge, high-performance [products](#) and systems for the optical and electrical transmission of Radio Frequency (RF) signals via coaxial cable or fiber for satellite, cable, and broadcast television head ends. DEV products include [distribution amplifiers](#), splitters and combiners, [switching systems](#), distributing matrices, routing products, [multiplexers](#), and [fiber-optic RF signal transmission systems](#) – all built to meet the highest standards of system availability, reliability

and controllability. Named several times to the Deloitte Fast 50 list, DEV has achieved a compound growth rate of 462% over five years.

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