

Pharos opens US office to support global success

Leading content management and workflow provider opens US office to support global customers including CNN, HBO, Turner, Technicolor and Viacom

Reading, UK - 20th July, 2009 - Pharos, a leading content management and workflow provider, has opened a new US office and appointed Glen Sakata as General Manager - Americas to help capitalise on strong demand for Pharos solutions.

Sakata has over 20 years industry experience in sales, marketing, and general management with technology leaders including Louth Automation, Cisco Systems and Harmonic.

"Over the last decade new types of entertainment and content delivery have forced broadcasters to rethink their traditional workflows and processes," comments Sakata, "Innovative and forward looking developers like Pharos understand the bigger picture and can show a proven track record helping some of the world's leading broadcasters to improve productivity and significantly reduce costs."

Sakata will be based close to the Silicon Valley and will liaise with the US headquarters of several established Pharos international clients such as CNN, HBO, Turner, Technicolor and Viacom.

"Glen's experience with the best in automation and content distribution alongside his extensive network of contacts in North America will greatly accelerate awareness of Pharos Mediator in the US market" says Russell Grute, Marketing Director at Pharos. "This long term investment will allow Pharos to take advantage of opportunities we have identified in the USA. Many of our core customers are already beginning to look further than technology and are now investing in our productivity solutions for broadcast and new media process management."

The new US office is part of a long term strategy to make Pharos an internationally recognised brand name, and establish a leadership position in the market for content workflow management. In 2008, Pharos opened offices in Singapore leading to successful implementations of Mediator at HBO Asia and Globecast Asia.

Pharos solutions help multi-channel broadcasters and service providers quickly adopt and benefit from file based multi-platform distribution. With Pharos, organisations can simplify workflow processes, unify operational teams and better utilise the technology infrastructure across the entire broadcast value chain. Millions of media assets across hundreds of television channels are powered 24/7 by Pharos' software architecture, integration expertise and comprehensive support services.

About Pharos

Pharos delivers content management and workflow to broadcasters and service providers in television, radio, VOD and mobile distribution. Pharos solutions help global media companies rapidly adopt and benefit from file based multi-platform distribution.

<http://www.pharos.tv/>

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