



## **ALDEA SELECTED BY MAJOR BROADCASTERS WORLDWIDE FOR THE TRANSMISSION OF THE 2014 BRAZIL FIFA WORLD CUP**

**Montreal, Canada, July 8<sup>th</sup>, 2014** – Building upon its successes at the 2010 FIFA World Cup and 2012 Olympic Games, Aldea Solutions Inc. announced today that it has secured contracts to deliver the games of the 2014 FIFA World Cup to major broadcasters and media companies in the United States, Mexico, Colombia, Argentina, Uruguay, Spain, Switzerland, Malaysia and South Africa.

By the time the championship game is played on July 13<sup>th</sup>, audiences in four continents will have watched the World Cup via Aldea's state-of-the-art fiber optic network and services.

Aldea has designed a high-quality bi-directional managed video and data transport solution that enables live HD broadcasts from Rio de Janeiro and multiple cities in Brazil to be delivered to each of its clients' main studios.

To ensure the best possible service and experience throughout this unique global event, Aldea has deployed diverse high-capacity fiber-optic routes out of Brazil, and has implemented the highest-quality transport and video encoding technology platforms. The event is managed by an experienced 7x24 technical support team in Rio de Janeiro, as well as a dedicated operations and monitoring team at Aldea's headquarters in Montreal, Canada. Our clients receive their selected content securely and reliably on Aldea's network, while taking advantage of the economies of scale feasible during such a large deployment.

Lionel Bentolila, CEO of Aldea, said: "This is a tremendous vote of confidence that the broadcast industry has placed on our company. Using Aldea's services, our customers can benefit from the inherent capabilities of fiber transmission such as minimal latency and higher quality. For this event Aldea is providing an extensive portfolio of turn-key services that includes both TV transmissions and live web streaming for second screen interactive applications".

He added that: "Aldea's expertise in international fiber-based video services, its end-to-end management capabilities and its success in delivering past global event coverage were the key factors in being selected – time and time again – for this mission critical application".

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Aldea also addresses the expected demands for expanded coverage during the event. Aldea is offering fiber based services from client's temporary studios in Brazil as well as live stand-up positions from all cities in Brazil where matches are played.

**About Aldea ([www.aldea.tv](http://www.aldea.tv))**

Aldea Solutions Inc. is a leading provider of broadcast-quality video services and solutions for the television, film and media industries. The Company provides end-to-end worldwide transmission services using fiber facilities. The Company operates the first Pan-American fully automated fiber-based network for broadcast services with points-of-service in major cities throughout the Americas, with international points-of-presence in Europe. The Aldea video network covers 21 cities and 13 countries: Miami, New York, Washington D.C, Los Angeles, Atlanta (USA), Toronto, Montreal (Canada), Mexico City, Guadalajara, Monterrey (Mexico), Lima (Peru), Caracas (Venezuela), Rio de Janeiro, Sao Paulo (Brazil), Santiago (Chile), Buenos Aires (Argentina), Bogota (Colombia), London (UK), Madrid (Spain), Lisbon (Portugal) and Stockholm (Sweden). Aldea is a wholly owned subsidiary of Marcatel.

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