



Contact:

Lisa Koppel

Lisa@longbottomcommunications.com

Tel: +1-301-318-4381

ASC Signal Corporation to Demonstrate Next Generation Controller at IBC 2010

Controller Expands Capabilities Provided by Entire Earth Station Antenna Product Line

Plano, TX, Aug. 31, 2010 -- Along with showcasing its many fixed and transportable antenna products and systems, ASC Signal will exhibit its new Next Generation Controller (NGC) for satellite antenna systems at IBC 2010 in Amsterdam, The Netherlands, beginning Sept. 10.

Incorporating the most current technology on the market, ASC Signal's Next Generation Controller will end many of the challenges associated with integrating satellite Earth station subsystems. The controller will also reduce the cost and complexity of controlling multiple devices at once by providing control in one central device.

"Our Next Generation Controller is state-of-the-art -- there isn't a comparable product on the market today," said Keith Buckley, ASC President and CEO.

The NGC will work with ASC's full range of C-, Ku-, X- and Ka-band antennas, as well as its transportable Trifolds used by broadcasters, the military and many other antenna systems users. With its many features built inside its small, three-rack-unit frame, including a spectrum analyzer, redundancy switching and satellite acquisition assist capabilities, the new NGC is designed to make antenna installation and operation much easier and quicker.

"Unlike any other controller, the NGC is unique because it offers customers the flexibility to upgrade and add capabilities as their budgets allow, making this an investment that's not frozen as a one-time purchase," Buckley said.

Continuing a long-standing tradition of exhibiting at the IBC Conference that began when the company was part of Andrew Corporation, ASC Signal is using this premier international gathering to demonstrate the many benefits of the NGC and its entire suite of industry-leading satellite antenna technologies. The Company will have representatives from its many international sales and engineering offices to provide product demonstrations, as well as support its leadership position with the Society of Satellite Professionals International and the World Teleport Association during the conference.

ASC Signal will demonstrate its new NGC in **Booth C.51, Hall 1**, RAI, Amsterdam.

About ASC Signal

ASC Signal is a multinational manufacturer of high-performance, highly-engineered satellite earth station, radar and UHF antenna systems. The company's customers include international broadcasters and Fortune 500 companies, as well as military and government organizations. ASC Signal leads through design innovation that capitalizes on a 40+ year heritage of engineering creativity and excellence. www.ascsignal.com

###