



**phoenix7**  
www.phoenix7.co.uk

## 's solution integral part of the tapeless environment implemented at Travel Channel International

**Travel Channel International opted for London-based phoenix7 to supply its athena product (media asset management solution) in conjunction with its recent move to a tapeless environment. athena, complements zeus (channel management and broadcast operational solution) and europa (cross media sales solution) already deployed at Travel Channel International.**

phoenix7's solution integrates with Telestream's pipeline and flip-factory products - initial ingest of master content right through to distribution to language houses, VOD platforms and playout. As part of the integration with playout at Arqiva, the solution supports multi-language enrichment process.

**Richard Wolfe, of Travel Channel** explained: "Over the years, phoenix7 have impressed us with their understanding of our industry and our business as well as with the sophistication and flexibility of their systems. They have always been willing and able to configure their software to provide tailor-made solutions for us.

**Hitesh Vekaria, of phoenix7** said: "This is a significant milestone for us, and it clearly illustrates our progress in offering a single, seamlessly integrated solution. We have a strong pipeline of future developments to achieve our vision, so watch this space."

"With the current uncertain economic climate, broadcasters are looking for ways to reduce cost and streamline their operation and one obvious way is to

eliminate integration and overhead charges of using multiple vendors. We are privileged to be part of a few suppliers who can deliver a diverse and yet integrated solution."

Launched in 1994 Travel Channel International is the dominant travel broadcaster in Europe, Africa and the Middle East, transmitting 24 hours a day in 18 languages.

phoenix7, founded in 2002 by experienced practitioners in the media sector, is an innovative company with a reputation for smart, creative strategic thinking. 65 channels are currently operating their solution in some form or the other.

### For further information, contact:

**Travel Channel International** contact  
Richard Wolfe  
t: +44(0)20 7636 5401  
e: richard@travelchannel.co.uk

**phoenix7 PR** contact  
Chris Hacon  
t: +44(0)20 7396 1080  
e: chris@phoenix7.co.uk

**phoenix7** contact  
t : +44(0)20 7396 1080  
e: info@phoenix7.co.uk  
w: www.phoenix7.co.uk

see us on stand  
**3.C21**

