

BMW Group Corporate Communications

Information

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Copy to
Date 22.03.2010
Subject **Press Conference in Washington D. C. on Monday, March 22nd 2010.
Satellite Transmission data for Europe.**

Munich/Washington, D. C. At a press conference in Washington D. C. on Monday, March 22nd 2010, 10:00 am EDT (3:00 pm CET) the **BMW Group will announce news concerning a new sales channel for industrial partners** as part of Strategy Number One.

A BMW AG board member will be present at the event. A press release with further information will be available at 10:30 am EDT (3:30 pm CET).

Please find the Satellite Transmission Data for the Highlights of the Press Conference as follows:

Technical data TV satellite transmission 22.03.2010 for Europe.

18.30 – 18.45 CET (17.30 – 17.45 GMT)
SD PAL, Format 16:9
Satelliet: W2A
Orbit position: 10 ° East
Transponder: Txp. B1 – slot 3 9MHz ku slot
Downlink frequency: 11.014,000 MHZ
Polarisation: horizontal (X)
Standard: MPEG 4:2:0 / DVBS
Encoding: 4:2:0
Symbol rate: SR 6.1113 msym/sec
Transfer process: QPSK Modulation
Data rate: 8.448 Kb/Sec
FEC: ¾ clear key
Audio: Ch 1: full mix
Ch 2: full mix

Playout trouble no: +1-914-646 25 00

If you have any further questions, please contact:
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Please also find the Highlights of the Press Conference available for download in broadcast quality at www.thenewsmarket.com!

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