

Interxion Partners with Dutch Media Hub

AMSTERDAM, 16 December 2009 - Interxion, a leading European operator of carrier-neutral data centres, has become a partner of the Dutch Media Hub industry initiative and will provide expertise in the design and operation of critical server environments for media aggregation and dissemination to support the Dutch Media Hub's goals.

Launched in June 2007, Dutch Media Hub is a publicly funded project to stimulate national collaboration and international growth for the Dutch media sector. Partners, who include over 30 firms ranging from content producers to storage and distribution operators, cooperate on issues such as standardisation, interoperability, anti-piracy and international marketing. The aim of Dutch Media Hub is to bundle the rich variety of Dutch creative, media and facility companies to create an integrated Digital Gateway to Europe. Industry support for the project is widespread, and companies such as Getronics, BT, Technicolor and SBS Broadcasting are active supporters.

Interxion is well placed to advise in this area. The specialist data centre operator recently opened its sixth Dutch data centre in Schiphol-Rijk, near Amsterdam. This 7,000 m², highly secure and energy-efficient facility provides 2N UPS redundancy and N+1 backup generators and gives direct access to 30 carriers and ISPs as well as the AMS-IX and NL-IX Internet Exchanges. In addition to numerous energy-efficient design and operation measures, it runs on 100% green energy. Diverse connectivity, energy efficiency and uniform storage and dissemination standards are key focus areas for the Dutch Media Hub and its partners.

"We are extremely pleased to have Interxion's support for the project, not just at a corporate level but also in terms of strategic advice," said George Freriks, Dutch Media Hub Project Manager. "Infrastructure and connectivity are at the heart of our project to develop a leading Content Hub, and Interxion's expertise in these areas is internationally acknowledged."

"A large international content hub is of major economic importance. It makes production, processing, exploitation and distribution of high-quality content more efficient, more reliable and therefore more profitable," said Michel van den Assem, Interxion Netherlands Managing Director. "A large number of the most important customers in our data centres are digital media firms, and we are pleased to share the design and operation expertise we have built serving them with the wider Dutch industry."

About Interxion Interxion is a leading European provider of carrier-neutral data centres. Headquartered in Schiphol-Rijk, The Netherlands, Interxion serves its customers from 26 carrier-neutral data centres located in 13 cities across 11 European countries. Interxion serves network and carrier-based, hosting and enterprise customers who require professionally managed and strictly controlled physical environments within which to operate mission-critical applications and computer systems. Interxion's data centres offer cost-effective and fast access to multiple local and global communication networks. For more information please visit www.interxion.com

About Dutch Media Hub Traditionally, the media industry in The Netherlands comprised of print, television, radio, internet, film and gaming, most of which concentrated in the Amsterdam metropolitan area. These sectors are rapidly converging into one digital cross media industry. The Dutch Media Hub aims to bundle the rich variety of Dutch creative, media and facility companies and become the Digital Gateway to Europe. The Dutch Media Hub tries to achieve this by stimulating the 'co-opetition' amongst partners and by organizing promotional activities. Together with our partners, we offer a variety of services. More information: www.dutchmediahub.com
The Dutch Media Hub is a project initiated by Stichting iMMovator Cross Media Network. iMMovator represents the Dutch AV industry and stimulates the national cooperation and international trade of the Dutch media companies. More information: www.immovator.nl