



The Place To Be

# Media release

From the Premier of Victoria

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Tuesday, 29 November 2005

## **PIVoD INVESTMENT CREATES 110 ICT JOBS FOR BALLARAT**

A world-leading multi-media company will establish its world headquarters with facilities in both Ballarat and Melbourne, creating 250 new ICT jobs for Victoria, the Premier, Steve Bracks, announced today.

Mr Bracks said PIVoD Group, would establish its first Media Server Centre Australia (MSCA) headquarters in Victoria, with a new facility at the Ballarat Technology Park to house 110 of the 250 Victorian jobs.

“PIVoD chose Victoria over the US to base their global expansion because of our extensive skill base, cost effectiveness and access to world-class telecommunications,” Mr Bracks said.

“This is another investment helping to make Victoria a better place to live, work and raise a family.

“PIVoD’s Ballarat and Melbourne operations will be responsible for delivering high-quality digital moving image on-demand via ultra-broadband to just about anywhere in the world.

“That means, for example, international hotels which have ultra-broadband capabilities can offer their customers in-house movies when the guests want to view them, not according to a schedule.

“The world-leading technology can also be used for corporate, government, retail, security and domestic applications.

“The Regional Headquarters, Product Development Centre, Technical Support Centre and Sales and Marketing operations for the MSCA will be located in Melbourne, while the video data tagging operation will be located at the Ballarat Technology Park.”

The Minister for Information and Communication Technology, Marsha Thomson, said Ballarat had an innovative ICT industry, supported by state-of-the-art ICT infrastructure.

“The creation of 110 jobs is a fantastic option for skilled ICT workers living in and around the Ballarat area,” Ms Thomson said.

“The Ballarat MSCA facility will be in close proximity with the University of Ballarat, providing valuable links and access to research and ICT graduates.

“The location offers ultra-broadband access and is close to other businesses so there will be the opportunity for companies to utilise one another’s expertise to develop their products.”

Mr Bracks said PIVoD’s MSCA facility was also capable of delivering video-on-demand to ultra-broadband capable housing estates, such as gated communities and high-rise residential buildings.

“PIVoD have done a lot of work in cultural institutions, where they specialise in managing complete multi-media systems, information displays, video monitor and lighting control,” he said.

“Some of PIVoD’s international clients have included the King Abdul Aziz Historical Centre in Saudi Arabia, the Singapore Discovery Centre and the Storyeum in Vancouver.

“Locally they have done work for the Australian Centre for Moving Image, Museum Victoria and the Victorian Arts Centre in Melbourne.”

Since coming to Government, the Bracks Government has been responsible for attracting and facilitating more than \$1.1 billion of investment and over 8000 jobs in the ICT sector.

Mr Bracks said 250 new jobs, particularly those based in Ballarat, were a prime example of the Government’s ‘Moving Forward’ regional policy.

“The Victorian Government, the City of Ballarat, and the University of Ballarat have worked in collaboration to secure the MSCA facility for the Ballarat Technology Park and for Victoria,” Mr Bracks said.