

# 7<sup>th</sup> ASIAN WINTER GAMES Rights Holders Newsletter



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## WILLING AND CABLE

The installation of cables at several Asian Winter Games resorts is near its end, with IGBS teams working on cabling at all of the event's venues.



IGBS staff busy laying the final metres of cables at Shymbulak Alpine Sport Resort...



... and testing commentary equipment

Elsewhere at the venues IGBS technical personnel are finishing the set-up and configuration of equipment, including Mobile Production Units and telecom adaptation equipment, in order to ensure the highest possible standard of host broadcasting for the event.

## CONSTRUCTION FAQ

**Q:** I have a query for the Construction Help Desk. How can I contact them?

**A:** You can contact Construction via email, mobile or at the IBC Booking Office in the main entrance plaza.  
Email: [ibchelpdesk@igbs.tv](mailto:ibchelpdesk@igbs.tv)  
Mobile: +7 777 002 4087

**Q:** What are the Construction Help Desk's operational hours?

**A:** From 17 January to 23 January IGBS Construction staff will be available from 9:00 to 20:00. From 24 January to 7 February the hours will be 8:00 – 23:00.

## INTRODUCING IRBY!

Rights Holders will be able to immediately make a new friend on arrival at the IBC as Irby, the official mascot of the Asian Winter Games, awaits with a welcoming smile at the main entrance.

Irby takes his name from 'Irbis', the Kazakh word for snow leopard. He is a playful, graceful and energetic character who represents courage, dexterity, strength and endurance.

The snow leopard itself is a native inhabitant of the Tian Shen mountains, which provide a scenic backdrop to the Almaty skyline.

The animal is a national symbol of Kazakhstan and appears on both the city crests of Astana and Almaty, as well as appearing in winged form atop the National Monument of Independence in the city's Republic Square.



Irby, the official mascot of the 7<sup>th</sup> Asian Winter Games, and a snow leopard on the crest of Almaty

## HISTORY OF THE ASIAN WINTER GAMES (6/6): CHANGCHUN 2007

China staged their second Asian Winter Games in 2007, with the north-east city of Changchun taking on the responsibility of hosting the event under the official slogan 'Charming Changchun'. Six venues were used for the event.

Ten sports were again on the agenda but the biggest step forward came in the total number of participating National Olympic Committees. For the first time every member of the Olympic Council of Asia sent a delegation and a total of 26 sent competing athletes.

The official mascot for the event was Lulu, a sika deer which is native to the Changchun region. The leading medal winners were China, who took a tally of 19 gold medals and 61 medals in total, followed by Japan with a tally of 36.

## THE IBC GETS DRESSED UP



The IBC's role as an official Asian Winter Games venue is continuing to take shape following the installation of decorations in the main entrance.



While the entrance plaza of the Almaty Towers complex is already adorned with Astana-Almaty 2011 banners and signage, heavily featuring official event mascot Irby partaking in each sporting discipline, the sixth floor IBC complex has in the past few days witnessed crews putting the finishing touches on what promises to be a welcoming and memorable environment for Rights Holders and Host Broadcasters alike.

The prominent colours of dark blue and magenta signify respectively ice and flame. The dark blue symbolises calm, freedom, impartiality and concentration while the magenta represents passion, aspiration and victory.

The look and feel of the IBC takes shape