

## **PRESS RELEASE**

**For immediate release**

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# **GroundLinx Completes Total Grounding System Reconstruction of Richmond Landmark Broadcast Tower and Adjacent Channel 6 Studio Campus**

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GroundLinx Technologies, LLC, based in Blue Ridge, Georgia, today announces completion of a comprehensive re-grounding project for the iconic 1047-foot WTVR-TV broadcast tower and studio campus located at 3301 West Broad Street in Richmond, Virginia.

Deployment of this breakthrough electrical grounding technology exclusively developed by GroundLinx supplements existing grounding systems at the campus, and creates a completely uniform electrical condition known as “equipotential” throughout the site - including studio and transmitter structures, as well as the aforementioned broadcast tower that serves as a famous landmark in northwest Richmond.

Compared with the former grounding configuration at WTVR, the new GroundLinx installation ensures that both tenant FM transmitters and emergency broadcasting services co-located at this site, as well as Channel 6 operations, enjoy a highly significant reduction in lightning and surge damage to equipment and service interruptions, while greatly increasing facilities safety.

Engineered to protect expensive broadcast equipment while providing continuous on-air performance, this GroundLinx installation includes 20 Gradiance™ electrodes and nearly one-half mile of large diameter cable buried, and deployed throughout the 1.33 acre site.

The GroundLinx Gradiance™ *broadband* grounding system is composed of unique, patented technologies, designed by GroundLinx engineers, that dramatically dissipate the onslaught of destructive high and medium frequencies contained in lightning strikes and other electric fault events. To accomplish this unprecedented dissipation of electric energy, each Gradiance™ electrode has the capacity of many millions of traditional ground rods, far exceeding the range of protection any copper rod based system can offer. The Gradiance™ system is also unique in its immediate, significant reduction of resistance-to-ground (also known as RTG); a measurable industry-standard indicator of grounding efficacy quite often cited as a contractual mandate.

In addition, the design of the Gradiance™ system includes attention to the inherent characteristics of broadband broadcast

requirements, dramatically improving imperviousness to severe power spikes and surges with the goal of eliminating emergency back-up power activation, damage to sophisticated electronics, and off-air conditions.

For more information on the industry changing capabilities of the Gradiance™ system please visit the GroundLinx Technologies' website at [www.groundlinx.com](http://www.groundlinx.com) or email inquiries to [info@groundlinx.com](mailto:info@groundlinx.com).