

Teletext System Solutions

The World's Most Popular Teletext Systems

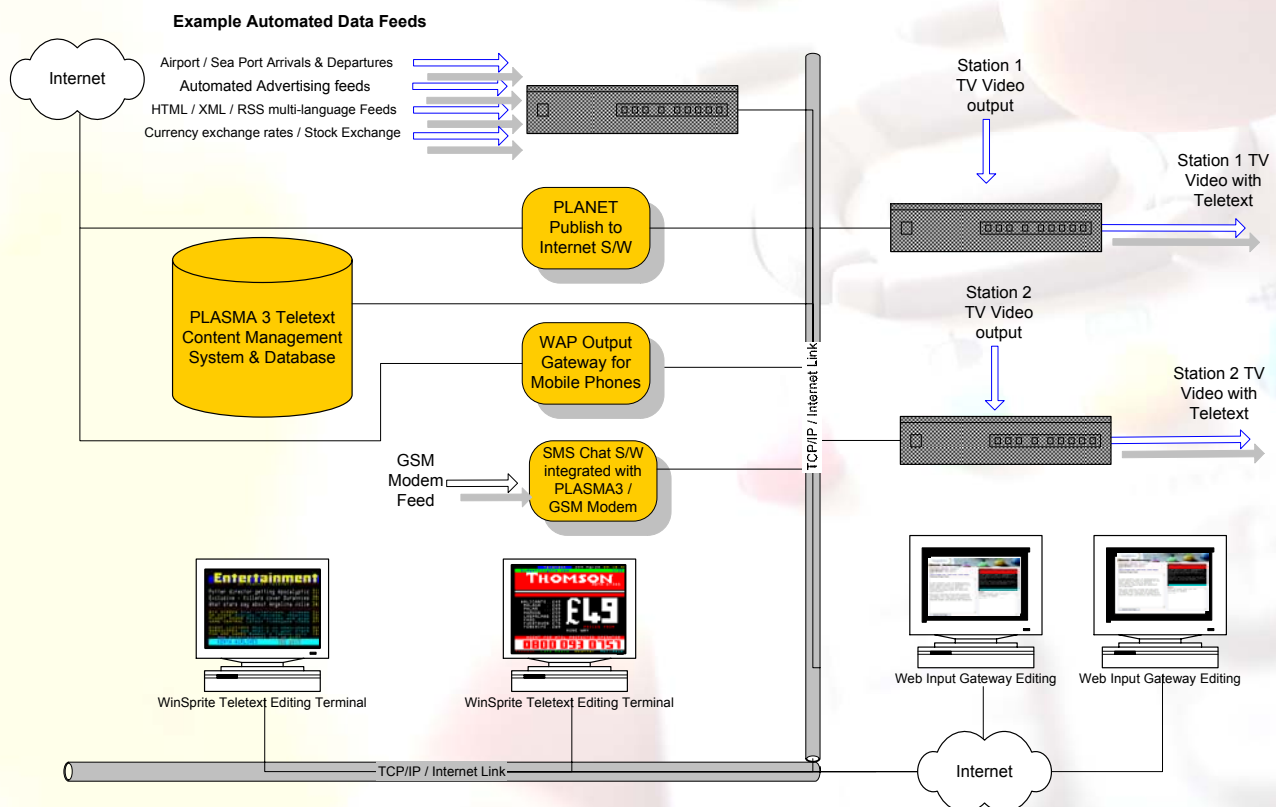
SysMedia's PLASMA teletext system can be provided in a number of cost-effective configurations to suit functional requirements and budget. For instance, a Teletext system can be started with a single PC and can then grow with the business and take up of the service.

This leaflet illustrates some typical examples, from a self-contained single PC package through to a multi-channel, full service system.

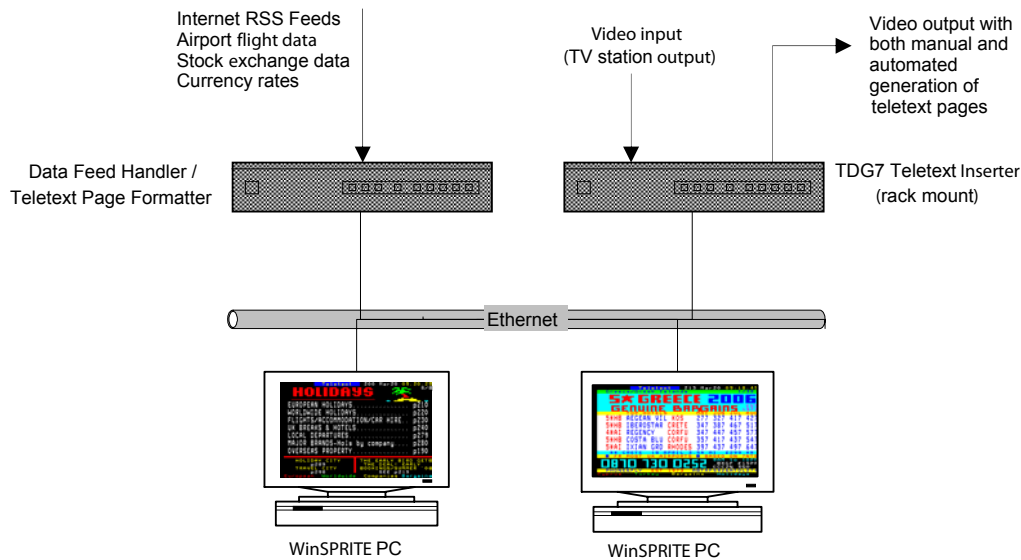
System 1 - PLASMA full service multi-channel teletext system

Variants of the type of PLASMA teletext system shown below are used by 50+ broadcasters around the world, including the BBC, CNN, Teletext Ltd (UK) and ARD/RBB (Germany). Although the diagram only shows two TDG7s and two WinSPRITE terminals, the number of channels and users within PLASMA is virtually unlimited. For example, in the UK a single PLASMA database feeds around 30 regional channels each carrying a different teletext service – although much of the content (both editorial and advertising) is shared, allowing optimisation of advertising opportunities with the minimum of editorial effort.

- **Entry level single PC to full multi-channel systems**
- **Minimum operational overhead with high degree of automation**
- **Modular structure to suit any budget and allow easy upgrade/expansion path**
- **Supports potential revenue streams from advertising and SMS chat**
- **Internet functionality including optional web editorial input and web format output**



System 2 – single channel system with automatic data feeds



Comprises:

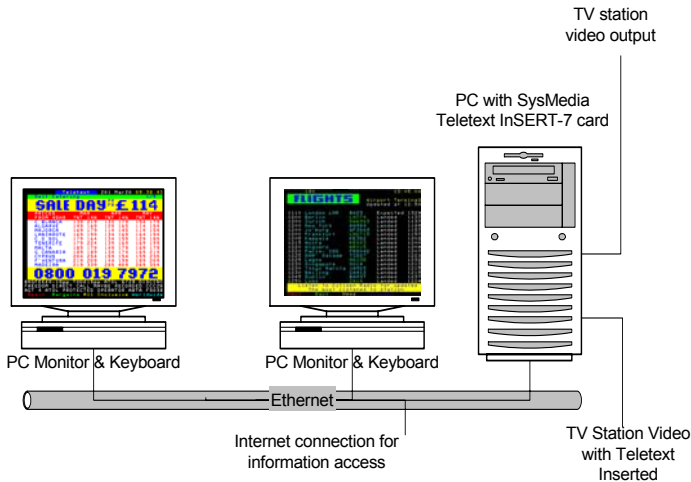
- **TDG7 teletext carousel/inserter unit (PAL, SDI or DVB-ASI)**
- **WinSPRITE or WinSPRITE Lite teletext page editing software**
- **DFH/TPF data feed handling and teletext page formatting (optional)**

In the configuration shown above, the TDG7 is likely to be placed in a rack alongside other TV station equipment along with the DFH/TPF server handling inbound automatic data feeds.

The Data Feed Handler option allows automatic content updates for the sort of information services that have proven to be attractive to viewers, such as airport flight schedules, stock exchange data, and foreign currency exchange rates. Such pages often provide higher profile, targeted, advertising opportunities to develop your revenue stream.

This configuration allows page editing by more than one WinSPRITE workstation however its multi-user facilities are very much more limited than those of a full PLASMA system. Upgrading this package to a full PLASMA system is straightforward and would be especially cost-effective if adding more channels, handling a larger service or more than a few users.

System 3 – WinSERT with Net-InSERT multi-editor system



Comprises:

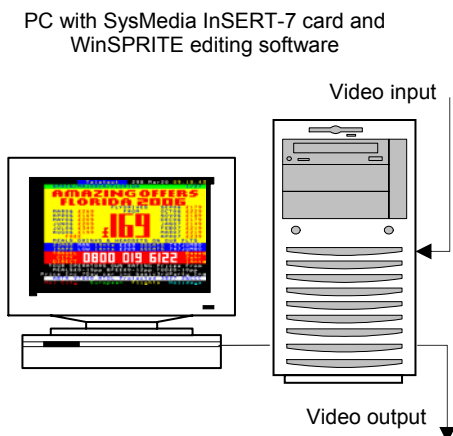
- **InSERT 7 teletext carousel/insert card (PAL, SDI or DVB-ASI)**
- **WinSPRITE or WinSPRITE Lite**
- **Net-InSERT software module**

WinSERT is an entry level teletext system that can be supplied with or without a PC. Depending on computer experience it may be beneficial for SysMedia to install and test the system fully prior to shipping.

Typically the WinSERT PC is installed in the broadcast area.

The Net-InSERT module interfaces between the InSERT card and external WinSPRITE connections, allowing WinSPRITE software to be installed on editing terminals connected via a local network or over the Internet. These terminals can also be used with other PLASMA systems via a suitable authorised connection.

System 4 – WinSERT Lite single PC package



Comprises:

- **InSERT 7 teletext carousel/insert card (PAL, SDI or DVB-ASI)**
- **WinSPRITE Lite**

The WinSERT Lite package is an entry level teletext system comprising WinSPRITE Lite software with an InSERT-7 card, supplied as software and card or as a fully assembled PC package.

Depending on computer experience it maybe beneficial for SysMedia to fully install and test the system prior to shipping.

This is a self-contained package suitable for small installations where multi-user, local network or remote access is not required.

PLASMA Product Range

PLASMA teletext CMS package

PLASMA Control Screen and Database – holds all page content to permit multi-user content authoring, provides GUI for user admin control, page authoring and preview as well as automatic archiving.

PLASMA Scheduler – controls scheduled page changes or batch events.

PLASMA Batch – scripting language for simultaneous updates involving multiple pages, sub-pages and/or parts of pages triggered by Scheduler or other events (e.g. changes in related pages).

Content creation and editing

WinSPRITE – WYSIWYG teletext page creation and editing software provides full professional teletext editing facilities (also available without graphical editing tools as WinSPRITE Lite). It can be used with any SysMedia teletext system: PLASMA, TDG7 or InSERT-7. When used with the PLASMA CMS package users can be assigned individual access rights to edit one or more specific pages or groups of subjects.

Web Gateway – allows text editing of pages in a PLASMA database from within a standard web browser.

DFH / TPF – Data Feed Handler / Teletext Page Formatter for real-time content updates from external systems such as stock market prices, sports results, airport arrival and departure information.

Data insertion

TDG7 – teletext data generator (carousel and inserter) with broadcast quality video handling, supplied as a 2U rack PC (Linux) with multiple PAL, SDI and/or DVB ASI outputs or as a 1U unit (single output only).

InSERT-7 – teletext carousel and inserter PCI card with broadcast quality video handling, available in PAL, SDI or DVB ASI - as used in the TDG7, made available for use in cost-effective single PC systems.

WinSERT Lite is the name given to a package comprising WinSPRITE Lite with an InSERT-7 card, supplied as software and card or as a fully assembled PC package.

Net-InSERT – a software option for the InSERT card that allows simultaneous multiple connections from local or remote WinSPRITE teletext editing workstations and/or WinCAPS subtitling workstations.

Web and mobile output

PLANET – Website output software module, converts teletext pages to equivalent images and hot-spot links for use on website; page references, Fasttext links and website URLs are automatically converted to easy-to-use HTML links. Output is uploaded automatically via FTP so that the website is updated simultaneously with the TV service.

WAP Gateway - Internet output software module for mobile phones, converts teletext pages to WAP format, page references and Fasttext links being automatically converted to easy-to-use navigation links.

Digital teletext for interactive TV, web and mobile

*SysMedia also offer **PLASMA GOLD** – multiple platforms, interactive content aggregation and delivery for digital and analogue TV including teletext plus web and mobile. Allows cross platform content authoring with WYSIWYG preview for all supported output formats. Ask for more information about the progression towards more attractive text and graphics for digital teletext and improved mobile and web output.*