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interactive

SysMedia  
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### Breakthrough 3-screen interactive TV



Plasma Gold delivers the most advanced interactive services across 3-screens - TV, mobile and web.

SysMedia's Plasma Gold system is deployed worldwide, providing an end-to-end solution for multiplatform interactivity. Our broadcast customers were among the first to launch set-top box interactive services, and Plasma Gold continues to push technology boundaries.

In line with demand for one single user interface to create, manage and distribute advanced services over many platforms, Plasma Gold proprietary software affords cutting edge interactive content creation and publishing, with effortless simultaneous distribution to TV set-top box, mobile and PC.

Plasma Gold delivers simple, fast-to-air presentation design via a single rich media gateway to multiple platforms. This easy plug-and-play solution enables Plasma Gold users to integrate web and broadcast content and re-use existing content services on more platforms without technical complexity, allowing customers to focus on their business.



## Middleware agnostic editing and distribution to any set-top box

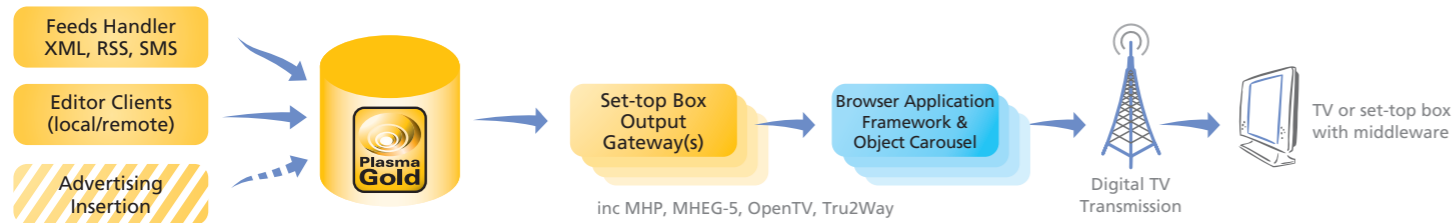


Whatever platform your content is available on today, Plasma Gold can seamlessly extend your media service to set top boxes via one interactive rich media gateway.

Plasma Gold provides new media and traditional broadcast operators with monetising opportunities to develop compelling consumer propositions on pay TV platforms, with benefits of middleware agnostic distribution over virtually any set-top box (terrestrial, cable, satellite or IPTV).

Sports results, breaking news and other real-time inputs can be sourced cost-effectively from automated data feeds to deliver up-to-the-minute content. Compelling content with advanced interactivity increases ARPU, differentiates the linear channel or VOD service, and keeps subscribers tuning back in.

SysMedia can support non-technical staff to edit digital interactive content assets to create compelling linear TV and on demand video offerings that enhance the viewer experience, grow brand loyalty and generate new revenue streams.



## Browser agnostic editing and distribution to any mobile

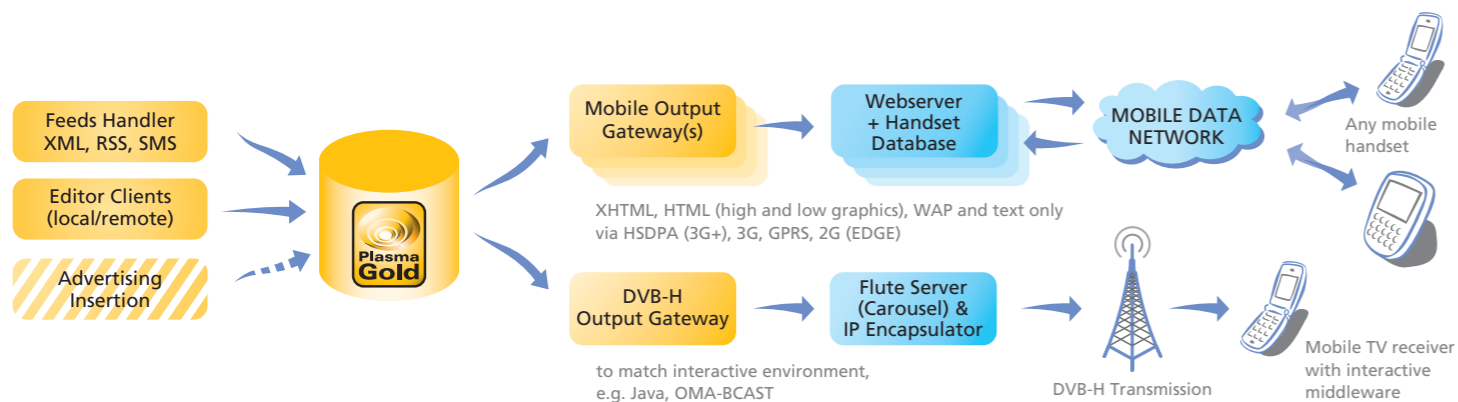


All mobile handsets supported including iPhone and SmartPhones

Plasma Gold's unique multiplatform content management system enables seamless extension from broadcast centric service or web to mobile delivery. Its output can be integrated with existing subscriber management, content management, DRM and billing systems as required.

For critical mass audience reach, Plasma Gold's unique architecture means you can create services with confidence in correct delivery to any mobile device, optimised to suit each handset's capabilities, screen size and mobile browser.

SysMedia customers enjoy end-to-end content distribution and maintain full control of content and profitability, avoiding revenue share with the option to bypass telco gateways and mobile portals. Mobile services delivered by Plasma Gold incur normal service provider data charges, the same as for downloading or viewing any other content on mobile.



## Browser agnostic editing and distribution to any PC

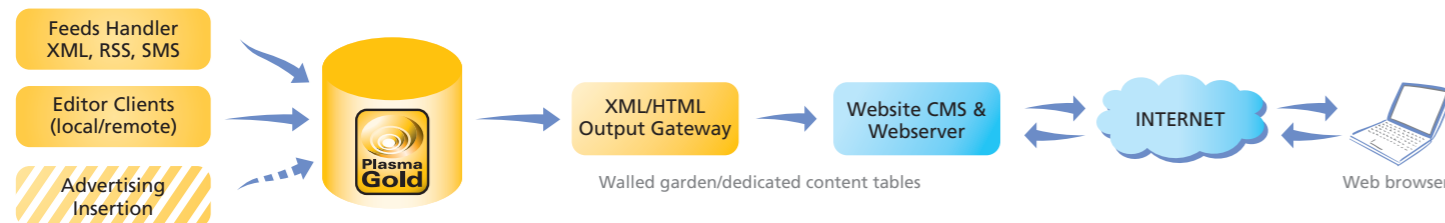


Monetisation of multiplatform content is limited only by your imagination.

Global television audiences are becoming more and more fragmented with growing audience demands for content anytime, anywhere and on any device. Pay TV operators have the opportunity to increase content choices and differentiate services by enabling VOD and other content on subscriber PCs, to build profits and subscriber value.

Plasma Gold's unified user interface, with its breakthrough **author once, publish to any platform** capability, is a one stop solution to extend services to all platforms for the effort of one. Services created to deploy over mobile or set-top box can just as easily be published to the web as well.

The easy-to-use authoring environment is format neutral, enabling non-technical editors quickly to design and deliver interactive content created from a full range of digital rich media assets (including HD). Customers can create their own interactive content presentation, or engage the services of SysMedia's user interface design partners.



## Extend your reach



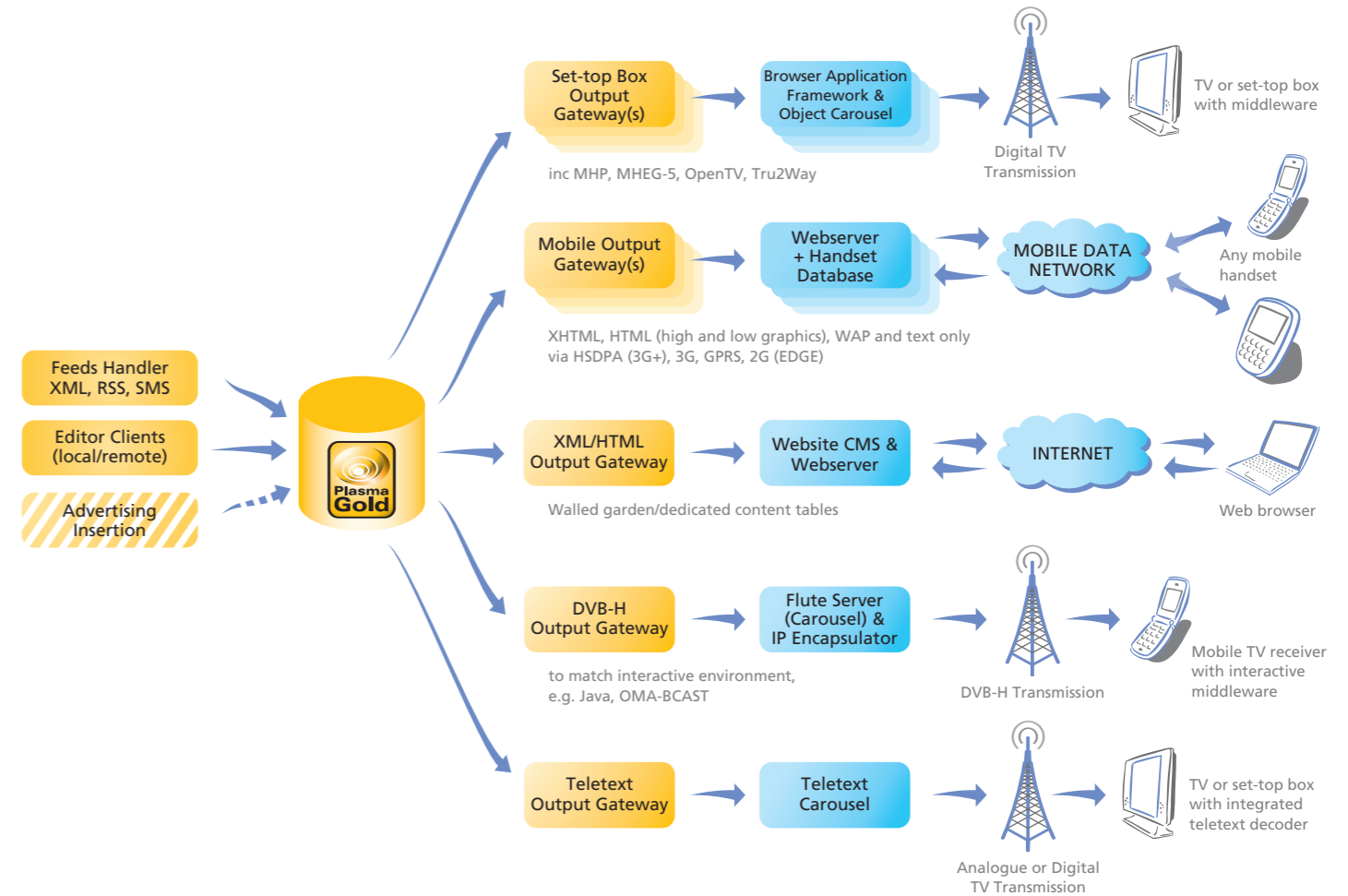
With over 30 years experience providing cutting edge technology to broadcasters, SysMedia takes pride in delivering reliable and proven content solutions and first class training and support.

Plasma Gold breaks down the technology barriers that over the last decade have impeded launching interactive TV for operators and content owners. It is shaping the future of television, with innovative easy-to-deploy, cost-effective solutions to create and deliver rich media content on new platforms.

The most cost effective and user friendly solution on the market today, Plasma Gold's open, scalable and modular client architecture offers customers flexible options to implement mobile, PC or set-top box platform software modules as required. So a broadcaster who wants to deliver to mobile today, can opt later to add a set-top box module to deliver services over an affiliate pay TV network.

Plasma Gold can assist media companies all over the world to extend reach and reuse existing content on different platforms, with tailored solutions to support the widest range of business models.

**SysMedia**



### Plasma Gold

an interactive rich media gateway affording multiplatform distribution via any set-top box middleware, PC or mobile



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011010101010100100**MULTIPLATFORM**001011101101010  
**01 MOBILE**1001100  
110**BROADCAST**0010000  
11101010**INTERNET-TV**1010010000110100**SET-TOP-BOX**010101010  
0110101**3-SCREEN**01010011  
10**IPTV**010101011**INTERACTIVE**01010101



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