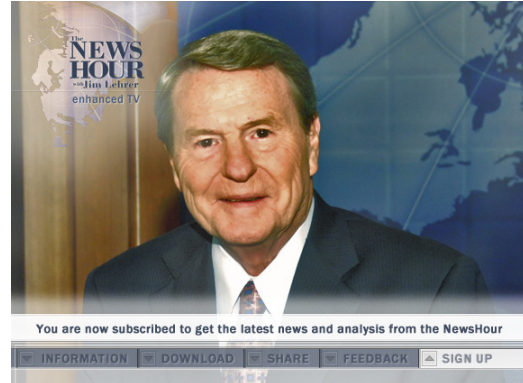


ACAP Application Development: SysMedia, The NewsHour with Jim Lehrer and PBS

ATSC datacasting with interactive applications is not new to PBS. As early as 1998, PBS, Intel and WETA demonstrated datacasting during a Frank Lloyd Wright biographic documentary. PBS and PBS member station datacasting trials continued in early 2001 with a streaming datacast of a live event and, in the spring, an interactive DTV program enhancement of Scientific American Frontiers. Datacasting development has continued with additional interactive program applications, and research with demonstrations of first responder applications.

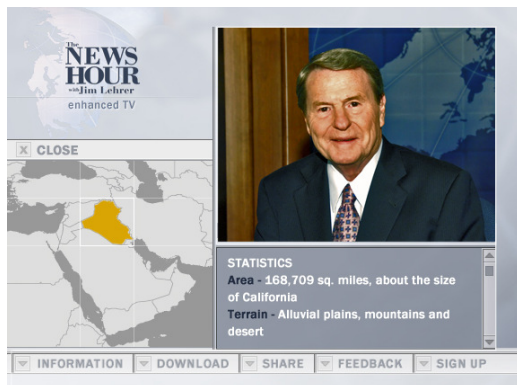
PBS, The NewsHour with Jim Lehrer and SysMedia support the field trial of the ATSC Advanced Common Application Platform (ACAP) standard by incorporating content provided by the Online NewsHour team and application development by SysMedia. Over the air broadcast trials will be performed with the assistance of PBS and PBS member stations.



The ACAP standard (www.atsc.org) provides the tools to provide advanced interactive DTV services. ACAP applications can be contained within an ATSC transport stream and broadcast via an ATSC DTV transmitter. ACAP is designed to permit applications to run on ACAP and the OpenCable Applications Platform (OCAP, (<http://www.opencable.com/ocap/>) receivers.

ACAP field trial purpose: To prove the interoperability of ACAP and OCAP for interactive television.

- Phase 1 - Standalone demonstration of ACAP applications “broadcast” to and run on ACAP and OCAP receivers.
- Phase 2 - Field trial in select market(s) of ACAP applications broadcast over the airwaves to run on ACAP and OCAP receivers.
- Goals include raising awareness for broadcasters of content and of business opportunities and demonstrating the interoperability of ACAP and OCAP.



Application design

- The application is built from content supplied by the NewsHour in SysMedia's authoring tool/content management system, Plasma Gold.
- Content is supplied as a Photoshop file, editorial documents and conceptual screenshots.
- The content is subdivided into a hierarchical navigable 'tree' of pages.
- Pages are made up of the content itself and a template which describes the layout. The template can be changed for different types of output without having to re-author the content.
- Possibility of several different published versions with one editorial effort.

About The NewsHour with Jim Lehrer: For 30 years, millions of Americans and citizens of the world have turned to MacNeil/Lehrer Productions for the solid, reliable reporting that has made the NewsHour with Jim Lehrer one of the most trusted news programs in television. <http://www.pbs.org/newshour/>

About PBS: PBS is a media enterprise that serves 355 public noncommercial television stations and reaches more than 75 million people each week through on-air and online content. Bringing diverse viewpoints to television and the Internet, PBS provides high-quality documentary and dramatic entertainment. PBS is a leading provider of educational materials for K-12 teachers, and offers a broad array of other educational services. PBS' premier kids' TV programming and Web site, PBS KIDS Online (www.pbskids.org), continue to be parents' and teachers' most trusted learning environments for children. <http://www.pbs.org>

About SysMedia: SysMedia Ltd is a UK-based company specializing in supplying software solutions to the television industry. If you're a broadcaster or information provider interested in added value television and in particular teletext, subtitling and interactive TV, SysMedia has the answers. www.sysmedia.com