

Press contact:

Joss Armitage  
Jump PR  
Tel: + 44 208 678 8115  
joss@jumprr.tv

Company contact:

Andrew Lambourne  
SysMedia  
Tel: + 44 1293 814200  
andrew.lambourne@sysmedia.com

Images available upon request

## SysMedia CABSAT Press Release

### ALAAN TV DEPLOYS SYSMEDIA'S NEWSWATCH iNEWS-TO-WEB TOOL

**CABSAT 2009, Stand no. ZN25, Dubai, 3-5 March** – UAE-based satellite broadcaster Alaan TV has become the first service in the region to deploy SysMedia's NewsWatch newsroom-to-web automation technology. The deal and installation was overseen by regional partner Wecom Global.

Alaan TV, a news and general entertainment channel carried on both Nilesat and Arabsat transponders, approached reseller and systems integrator Wecom with the aim of seamlessly updating its website with news stories from its Avid iNews newsroom system.

Manoj Bhatia, Managing Director of Wecom Global, explains, "This customer wanted the easiest way to publish stories from its TV newsroom on to its website, helping to expand its audience reach and coverage. Wecom looked at this problem and we tried some ideas that just didn't work well enough. Then we approached SysMedia, who offered an ideal solution in NewsWatch."

NewsWatch tracks a dedicated running order in a broadcaster's newsroom system, watching for stories that are highlighted for republishing by an editor. NewsWatch takes care of automatically extracting the text from stories as they are updated, isolating the title and editorial content and converting it to XML for republishing without any additional editorial effort. NewsWatch works with iNews, ENPS or any other MOS-compliant newsroom system.

Bhatia adds, "Alaan TV is very happy as this system from SysMedia elegantly solves the problem allowing the broadcaster to expand its coverage cost-effectively."

/continued...

Andrew Lambourne, CEO, SysMedia, adds, “It makes sense for a broadcaster to get as much value as they can from their editorial content. NewsWatch automates the republishing of stories from the newsroom to other platforms such as the website or text-based information services for iTV or mobile. Wecom and Alaan TV have recognised the benefits of this and taken advantage of it.”

##

**About SysMedia:**

SysMedia manufactures products for the broadcast television industry to produce and transmit value-add content such as subtitling and closed captioning, teletext, digital text services and interactive TV. With over 30 years of experience in this specialised sector, customers include BBC, BSkyB, Red Bee Media, Ascent Media, Technicolor, Teletext Ltd, ARD, RTÉ, TVNZ and over 100 others in more than 25 countries worldwide.

SysMedia is also a leading supplier of specialist teletext signal generators for consumer electronics manufacturers. Additional information can be found at [www.sysmedia.com](http://www.sysmedia.com)

---