

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 Press Release

### **SCREEN SUBTITLING GOES LIVE AT CHANNEL 4 WITH ASSISTANCE FROM SYSMEDIA**

**Horley, UK – 5<sup>th</sup> August 2009** – Screen Subtitling has today announced that its subtitling technology will be used at Red Bee Media's Broadcast Centre in London as part of the contract with Red Bee Media to supply subtitling systems for Channel 4's recent overall Broadcast Services outsourcing.

After comprehensive testing at systems integrator TSL's facility in Maidenhead, Screen's equipment was installed at Red Bee's Media's transmission centre in London earlier this year. TSL Systems secured the contract last year to move Channel 4's playout facility from the broadcaster's premises in Horseferry Road to Red Bee Media's Broadcast Centre in White City.

The Screen Subtitling technology consists of two Polistream P5000 servers and 10 Polistream P4000 software processing platforms, plus six P4000T inserter cards provided by SysMedia.

All of Screen's Polistream systems are run on the P4000 and P5000 processing platforms. The P5000 hosts the configuration server database while all other software modules are distributed over a number of P4000 units. The key to the technology is the ability to monitor, control and configure large subtitling systems in a simple and efficient way.

In addition, SysMedia supplied Screen with an embedded solution to allow the overall system to integrate subtitling and Programme Delivery Control (PDC) information into the video outputs for each of C4's six macro playout regions. PDC is an analogue technology that

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allows the accurately timed recording of content at home by VCRs. Using SysMedia's versatile InSERT7 technology, all the commercial and programming subtitles and PDC information is gathered together and inserted for transmission. The PDC information is also translated from the Morpheus automation system into teletext packets required for delivery to VCRs.

The channels using the system are Channel 4, E4, More 4 and Film4 as well as some regional programming including London, South of England, Midlands and North, Ulster and Scotland.

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**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)

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