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For IBC Release

SYSMEDIA LAUNCHES SYSMEDIA CONNECT – MULTIPLATFORM PUBLISHING FOR CONNECTED TV

Amsterdam, IBC, Stand 3.B67 – 9th September 2011 – SysMedia announces the launch of SysMedia Connect at IBC 2011, bringing its multiplatform expertise to the connected TV world. SysMedia Connect addresses a key deployment barrier in connected TV: how to deliver services to the multitude of platforms in the market without incurring the cost of redeveloping for each platform.

SysMedia Connect is a content management system that allows media companies to create and control an IP-delivered connected TV service that either operates standalone or complements existing broadcast-delivered content. It builds the structure, integrates with external XML sources for automatic content updates and provides for manual intervention. Sitting alongside existing infrastructure – including website and transaction management systems - SysMedia Connect allows new services to be delivered without disruption.

Andrew Lambourne, CEO, SysMedia, says, “While there are connected TV standards in the market there is also a wide range of proprietary systems, usually based on HTML, but all with subtle variations that mean service providers have had to treat each as a separate development. SysMedia Connect overcomes this problem, allowing content owners to reach across the connected TV market cost-effectively.”

Core to SysMedia Connect is SiteWriter, which provides flexible delivery to the many HTML-based platforms. Built on a core set of components that take content from the

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SysMedia Connect CMS and render it to HTML, it adds platform-specific code to handle output variations. The system can also deliver to platforms that do not natively use HTML including MHEG-5, OpenTV and iOS, using third party applications that interpret the site description language.

Lambourne says, “Connected TV provides huge opportunities for media companies and broadcasters need to act now to avoid being beaten to the punch. SysMedia Connect overcomes one of the greatest challenges that content owners face: how to adapt services for the multitude of platforms.”

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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
