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## SysMedia Press Release

### SYSMEDIA FUTURE-PROOFS TELETEXT WITH DIGITAL-READY SOLUTION

**Horley, UK – 24th March 2010** – SysMedia has seized the technology initiative with the introduction of a digital-ready teletext version of its Plasma Gold production system. This development meets the market need to support both analogue and digital teletext services as well as to provide future-proof capabilities for mobile, web and digital interactive TV coverage.

This new entry-level version of Plasma Gold has been developed in direct response to requests from broadcasters. Andrew Lambourne, SysMedia's CEO, says, "While it may surprise some people, traditional teletext is alive and thriving. Many broadcasters now face the dilemma of needing to replace outdated teletext systems while knowing that their future rests with the next generation of digital and multiplatform delivery. Our digital-ready approach supports existing services and allows easy migration to multiplatform - significantly reducing technology costs and minimising the duplication of production effort."

Digital-Ready Plasma Gold delivers conventional teletext to analogue (PAL/SDI) and digital (ASI) output. As digital ecologies develop, users can enable digital interactive services with simple add-on modules, extending reach to mobile, web and digital TV. Plasma Gold's cross-platform architecture means that content can be shared across these new platforms without the need for re-authoring, hence saving costs.

The new system supports all popular interactive TV middlewares including MHEG-5, OpenTV, GEM/MHP and HbbTV, ensuring compatibility whichever option is finally adopted.

Lambourne concludes, "We provide broadcasters with a future-proof teletext system that meets the needs of today and is ready for the demands of tomorrow, regardless of future platform technology choices."

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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)