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For Immediate Release

## **SYSMEDIA POWERS SUBTITLE TRANSCODING FOR FRANCE 3 DTT SERVICES**

**Horley, UK, - 19th November:** France 3, the second largest public television network in France, has purchased SDR7 DVB subtitle inserter/transcoders from SysMedia for deployment across its network. The deal was overseen by SysMedia's French partner Broadcast Network Systems.

France 3 is using the SDR7s to deliver subtitles for its regional digital terrestrial operations. The unit extracts block or scrolling mode subtitle data from an incoming SDI or composite video teletext feed, converts each update into a DVB bitmap and delivers it via an ASI output to the multiplexer. It can also be instructed to generate subtitles directly using a TCP/IP protocol. The DVB output is an equivalent representation of the teletext subtitle (text, layout, timing, colour, horizontal and vertical position), but presented in a more visually appealing style. The SDR7s provide accurate conversion without throughput delay, providing high quality results on screen.

"France 3 was impressed with both the product and the service provided by SysMedia. The complete nature of the design and the onscreen presentation achieved is first class and with SysMedia also happy to tailor-make specific functions the purchasing decision was an easy one," explains Edmond Lefèvre, Partner, Broadcast Network Systems.

The SDR7 fits easily into any existing workflow and is equally suited to live and recorded programmes using block or scrolled subtitles. It is specifically designed to minimise the bandwidth required for subtitle transmission - while still ensuring compatibility with the range

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of deployed set-top boxes. Remote monitoring and configuration using a standard web browser makes the systems easy to manage across a broadcast network.

“We are very pleased that France 3 has recognised the technical elegance of our solution. With increased legislative pressure on broadcasters to provide greater amounts of subtitling it is our objective to enable them to do this cost-effectively with high quality results. The SDR7 is a result of that approach,” explains Andrew Lambourne, CEO, SysMedia.

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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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