



Press contact:

Joss Armitage  
Jump PR  
Tel: + 44 207 737 4238  
Mob: +44 7979 908547  
joss@jumprr.tv

Company contact:

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

Images available upon request

## SysMedia Press Release

### **INTERACTIVE ENTRY COST LOWERED WITH HOSTED VERSION OF SYSMEDIA'S PLASMA GOLD**

**Horley, UK – 8<sup>th</sup> March 2010** – SysMedia has launched a hosted version of its successful Plasma Gold interactive content production and management system. The hosted model minimises upfront capital outlay, enabling broadcasters, radio stations and other media outlets to extend their brand reach across multiple platforms.

The hosted service provides access to a full Plasma Gold system on servers managed by SysMedia. It allows customers to upload and edit their content and manage the service remotely, with real-time delivery to the platforms of choice - mobile, internet or digital TV.

This means a customer can build a complete mobile portal, for example, including streaming and/or downloading of audio/video, using the Plasma Gold template system to create their required look and feel. Advertising content is easily inserted and managed automatically and efficiently.

Daimon Hall, Director of System Sales with SysMedia, says, “Content owners want to extend the reach of their brand across a range of devices. However the reality of the current economic climate means that finding capital investment for such projects can be difficult. We believe that by removing this barrier to entry and offering a complete hosted package, we facilitate our customers’ business objectives in the most cost-efficient way.”

/continued...

---

Plasma Gold provides output compatible with multiple digital TV middlewares – including MHEG-5, MHP and OpenTV – the internet, as well as to .mobi addresses, suitable for a wide range of mobile phones including iPhones and Smartphones.

Andrew Lambourne, SysMedia CEO, explains, “By providing hosted access to a powerful cross-platform system we put our customers in the strong position where they can focus on launching services quickly and responsively rather than arguing capital expenditure cases. Plasma Gold’s modular and open client architecture seamlessly interfaces with broadcast, mobile, IPTV, cable, satellite, terrestrial and new media platforms, allowing tremendous flexibility.”

###

**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)

---