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For Immediate Release

SYSMEDIA AND AUTOSCRIPT SCOOP JOINT IABM AWARD FOR EXCELLENCE 2007

Horley, UK – 17th September 2007: IBC saw SysMedia and Autoscript jointly honoured with an IABM Award for Excellence 2007. The announcement was made at the Association's annual gala ceremony during the show.

The IABM awarded the prize for Autoscript's VoicePlus Multilanguage System, powered by SysMedia's multi-language Speech Follower engine. VoicePlus is a self-scrolling teleprompter solution in which the prompter scrolls automatically in time with the voice of the reader, eliminating the need for manual control. There is no need for any training, and it copes with different accents and male/female voices.

The many benefits of this system include the freedom to walk around the studio, no need to use conventional foot pedals or hand controls, and no need for a separate operator.

The system now comes with the ability to work in multiple languages by means of phonetic modules for each language. "This is a key step in breaking the perception that all new speech inventions only work in English. The clear benefits are a reduction in cost and operational complexity. The Spanish and German Speech Engines have been added as a result of customer requests from a number of facilities," said Brian Larter, Managing Director, Autoscript UK.

"The Speech Follower engine is a core strategic development that means VoicePlus drives down costs in the field of prompting and also in our key specialisation of subtitle preparation and transmission. As well as following the voice of a presenter to drive a prompt, Speech Follower can automatically control the transmission of subtitles for a short scripted live bulletins or opt-outs, hence removing the need for someone to cue them to air manually," explains Andrew Lambourne, CEO of 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