

Press contact:

Joss Armitage
Manor Marketing
Tel: + 44 208 678 8115
joss@manormarketing.tv

Company contact:

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

Images available upon request

For IBC Release

SYSMEDIA LAUNCHES FILE-BASED OPEN CAPTION CAPABILITY AT IBC 2008

IBC Stand 3.B67, IBC, Amsterdam – 12th September 2008: SysMedia is announcing the further extension of the capabilities of its InFILE software utility designed to insert subtitles into a broadcast quality video file or transport stream.

The latest development now means that the software can add full broadcast quality open-caption subtitles in any language to a digital media file as part of a software-only file-based workflow. This functionality is being demonstrated for the first time at IBC 2008.

This new open-caption capability extends InFILE's functionality, adding traditional burnt-in translation subtitles to the popular closed caption formats (teletext, Line 21 and DVB). The software works with SD and HD MPEG-2 video files and DVB transport streams; formats such as H.264 and QuickTime are also on the roadmap for 2008.

"This extra capability for InFILE once again highlights SysMedia's commitment to providing broadcasters and VOD distributors with the optimum tools. With increasing amounts of subtitling required, it is essential to have a cost-effective solution and InFILE will prove to be a very valuable asset," says Andrew Lambourne, CEO, SysMedia.

Earlier this year SysMedia launched a US version of the software inserter that provides the ability to embed Line 21 closed caption data into SD or HD MPEG-2 media files.

###

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