

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

## **GOLD MOBILE OUTPUT MODULE LAUNCHED BY SYSMEDIA AT IBC 2008**

**IBC Stand 3.B67, IBC, Amsterdam – 12<sup>th</sup> September 2008:** SysMedia has announced an expansion of its Plasma Gold information production system with the launch of a new output module that enables delivery to mobiles.

The publishing of text, images and adverts to handheld devices is a growing sector, and the globally successful Plasma Gold has been extended to allow customers to deliver their digital information services to mobiles at the same time as to other platforms.

Text, images, video clips and tabular information is manually created, or derived from data feeds, and then integrated with advertising. The output is delivered in such a way as to be formatted correctly for the different classes of mobile handset.

“A mobile phone is a naturally interactive device, and users engage quickly with content that is compelling, topical and can be navigated easily. By using feeds and scripts to populate the content, and by sharing the information with other platform deliveries, Plasma Gold enables customers to publish mobile content and add brand value without significantly adding to production costs,” explains Andrew Lambourne, CEO of SysMedia.

Through third party integration, the complete solution can offer clear monetising possibilities through categorised advertising facilities.

“The new mobile output module for Plasma Gold increases the reach of cross-platform publishing and provides broadcasters with a fresh new way to connect audiences with their existing information. Our solution offers digital service publishers reduced costs and reduced time-to-market by eliminating bespoke development and maximising the re-use potential of existing information,” says Lambourne.

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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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