

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

RED BEE MEDIA OPTS FOR GROUNDBREAKING LIVE SUBTITLE AUTOMATION FROM SYSMEDIA

IBC Stand 3.B67, IBC, Amsterdam – 12th September 2008: SysMedia has announced that it has sold an AutoTX system for automated live subtitle cueing to Red Bee Media for use at its London headquarters.

AutoTX uses SysMedia's revolutionary Speech Follower technology in place of an operator to cue prepared subtitle text to air in time with the voice of the TV presenter. It is particularly cost effective for short scripted bulletins such as regional news or opts, saving broadcasters both time and money.

"AutoTX uses our groundbreaking Speech Follower technology to track any presenter's voice accurately against the newsroom script, which in turn drives the output of subtitles automatically. The system is very easy to implement as it uses phonetics to synchronise the text to the studio audio, so there is no need for voice training or vocabulary development," explains Andrew Lambourne, CEO, SysMedia.

"In purchasing Auto TX we were looking for a subtitling solution that would allow us to automate some of our production and playout while still maintaining or improving our high standards of accuracy in live subtitling. Broadcasters and viewers demand accuracy and minimal delay in live subtitling and that is a labour-intensive business. We believe that Auto TX offers an opportunity to satisfy our clients and their viewers, while making our process more efficient," says Andy Nicholls, Operations Manager, Live Subtitling, Red Bee Media.

"AutoTX is perfect for the sort of multi-region live subtitling challenge facing customers such as Red Bee Media. We are delighted that Red Bee has recognised the potential of this market-leading technology," 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