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For IBC Release

SYSMEDIA ADVANCES THREE-SCREEN PUBLISHING WITH MOBILE GOLD

Amsterdam, IBC, Stand 3.B67 – 11th September 2009 – SysMedia has announced the expansion of its Plasma Gold interactive content origination platform to provide true three-screen delivery. The globally deployed system has been extended from DTT, cable, satellite and IPTV set-top boxes to supply mobile phones and PCs too in one highly cost-effective product.

Plasma Gold debuts a brand new concept in the production of interactive content, and breaks down the technology barriers that have impeded launching interactive and channel-enhancing services for operators and content owners over the last decade.

Operators are no longer restricted to technology subsets compatible with their own platform infrastructure - Plasma Gold's generic design enables interactivity on virtually all middleware browsers, IP-set-top boxes and mobile browsers - including Smartphones and iPhones. In this way it allows for the widest distribution of value-add content, including streaming video on all devices.

Andrew Lambourne, CEO, SysMedia, "Broadcasters need to extend their reach to all the devices used by viewers, making multiplatform distribution of value-add services a key requirement. Content providers can now launch new differentiating services with the widest audience reach over all devices, and deliver compelling revenue generating services in the fastest time."

While other interactive TV providers still offer broadcast and pay-TV head-end-centric solutions, Plasma Gold's modular and open client architecture seamlessly interfaces with

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broadcast, mobile, IPTV, cable, satellite, terrestrial and new media service platforms. Plasma Gold's low-cost, easy-to-implement solution assists media companies in extending and reusing existing content on different devices, to build brand loyalty, engage with viewers in powerful revenue generating ways and drive consumers to traditional broadcast services.

Lambourne concludes, "It is clear that the squeeze on revenues means that extended reach has to come at minimal additional production cost: that is the challenge we have addressed. Being able to redistribute interactive content across multiple devices – and monetising that content – is now achievable in a cost-effective way."

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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
