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## For IBC Release

### RED BEE MEDIA FRANCE DEPLOYS SYSMEDIA TECHNOLOGY FOR LIVE WEBCAST SUBTITLING

**Amsterdam, IBC, Stand 3.B67 – 11<sup>th</sup> September 2009** – Red Bee Media France has successfully used SysMedia subtitling and open caption technology to subtitle live webcasts for the PPR Group.

For the past year the PPR Group, which includes high-end retailers and the Gucci and Puma brands, has delivered a live webcast to announce quarterly financial results – and Red Bee Media has provided live French-on-French subtitles. Alex Keiller, Director General of Red Bee Media France, says, “This is a very rare achievement and highlights our level of expertise as this was a challenging project to set up, a challenge that everyone involved has risen to. I am proud of what we have done.”

Each webcast involves a scripted segment – normally around one hour long – and then a live question-and-answer session. Red Bee Media uses speech recognition technology along with a specially modified WinCAPS system from SysMedia for highly accurate real-time subtitle creation. Apart from ensuring correct text, the greatest challenge lies in making sure that the subtitles are created and displayed as quickly as possible so that they closely follow the audio.

Andrew Lambourne, SysMedia CEO, says, “This project has benefited from our close work with Red Bee Media on fast accurate live subtitling, as well as the design inherent in our highly optimised real-time caption generator, which enables the captions to be updated word-by-word in order to generate a readable scrolling display with minimum throughput delay.”

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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)