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For IBC Release

SYSMEDIA ANNOUNCES WINCAPS QUANTUM TAKING SUBTITLE PRODUCTION INTO A NEW ERA

Amsterdam, IBC, Stand 3.B67 – 11th September 2009 – After a period of extensive market research, customer liaison and technology development, SysMedia is announcing at IBC 2009 the development of a new subtitling production platform: WinCAPS Quantum.

WinCAPS Quantum combines the results of in-depth workflow analysis by one of the world's leading subtitling system designers with a range of advanced tools that SysMedia has perfected over recent years. Andrew Lambourne, SysMedia CEO, explains, "With volumes being driven ever upwards, today's subtitling facilities need to focus heavily on production cost while maintaining quality. Skilled staff don't become cheaper over time, but better design can leverage their skills more effectively."

Optimised around the task of producing and presenting timed text – the core of subtitle creation – WinCAPS Quantum benefits from a completely new GUI that will allow operators easy access to a range of power tools for both live and offline work.

Lambourne adds, "We are making subtitling both quicker and easier, and allowing the human skills to be focused and supported more effectively. Powerful time savers such as text alignment technology, speech input, script handling, and language-sensitive text segmentation couple with automated transcription and machine translation –not all are needed for every programme and so the key is to present all these things in a unified way that supports rather than confuses the user. That is the quantum leap we have taken."

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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