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For IBC Release

SYSMEDIA LAUNCHES A NEW FAMILY OF HD DATA INSERTION PRODUCTS

Amsterdam, IBC, Stand 3.B67 – 10th September 2010 – SysMedia is launching InSERT-8: a powerful, compact and versatile video and data processing engine that will power a family of new products.

InSERT-8 is designed to meet upcoming HD and IP transmission requirements and will form the centrepiece of a range of new-generation SysMedia insertion products. The technology provides a processing system for video, ancillary data and captions in broadcast SDI up to 3Gbit/s and Gigabit TS-over-IP signals.

The new card provides open (in-vision) caption generation, insertion for VBI/VANC data including closed captions and subtitles, and generation of transport stream data packets as ASI or TS-over-IP. It has both decoding and encoding capabilities and so is also readily applied to transcoding/bridging applications such as SD-VBI to/from HD-VANC and VBI/VANC to DVB transport stream.

Key design features include the fact that the card occupies a single PCI express slot and can handle two separate asynchronous channels of multi-standard SDI with extended I/O options. Only two extra back panel slots are required to cover its maximum of four SDI I/O channels plus two Gigabit TS-over-IP channels. The card is available in three build versions with add-on rear panel connector options.

John Boulton, SysMedia's Subtitling Product Manager, says "InSERT-8 will power the next generation of SysMedia hardware products in our established line of value-add data inserters for teletext, subtitling and related information. The channel density and form factor of the card also make it ideally suited to multi-channel applications customised for technology partners."

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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