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SysMedia Press Release

EUROPEAN SUBTITLE PROVIDERS EMBRACE SYSMEDIA'S WINCAPS INSERT PLAYER

Horley, UK – 16th Nov 2009 – French facility Television Video Services (TVS) and Portugal's Dialectus – a specialist subtitle services supplier – have both purchased SysMedia's recently introduced subtitle inserter and playout unit, WinCAPS InSERT Player.

The easy-to-use 1RU unit provides a self-contained solution for offline dubbing of subtitles to a video stream, providing playout-ready subtitled content that can be recorded to tape or server. The flexible unit can handle simultaneous dubbing of both open captions and teletext subtitles in multiple languages.

John Boulton, Subtitling Product Manager with SysMedia, says, "With its simple load-and-go operation WinCAPS InSERT Player does not require expert operational skills. The unit has been specifically designed for the application, leading to an uncluttered user interface, accessible via a standard web browser."

The sales to Paris-based subtitling services facility TVS and Portugal's leading subtitle provider, Dialectus, were handled through SysMedia's local distributors (Isovision and Stepro respectively). Technical Director at TVS Stephane Djennadi-Meneghini commented that SysMedia was selected because "the company has strong experience in teletext technology".

Boulton concludes, "WinCAPS InSERT Player is further evidence of our drive to develop new, easy-to-use products that can deliver greater production efficiency at affordable prices to support the growing demand for increased subtitling across Europe. Early adoption by two experienced lead customers has been very encouraging."

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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