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SysMedia Press Release

KENYAN FIRST AS SYSMEDIA TECHNOLOGY BRINGS TELETEXT TO THE COUNTRY WITH KBC

Horley, UK – 27th July 2009 – SysMedia has supplied the teletext production and insertion system used by Kenya Broadcasting Corporation (KBC) for the country's first ever teletext service. The deal was overseen by SysMedia's distributor for East Africa, Broadcast Solutions International in Nairobi.

The new teletext service is being carried across Kenya on KBC Channel One. At launch it includes local and international news, sports news and results, business/finance news, information about government activities, and an entertainment guide featuring complete listings for KBC's radio and TV output. The intention is to expand this further as the popularity of the service and its associated advertising revenues grow.

KBC has launched the new service using an entry-level SysMedia teletext system with WinSPRITE page editing software and a TDG7 teletext inserter. This provides an easy upgrade path to a full PLASMA system in the future that can then handle multiple channels, automated content feeds and automatically scheduled service updates.

Steve Areba, Managing Director of Broadcast Solutions International, says, "KBC is currently using a simple but effective system that has proved to be reliable and suitable for the chosen content. SysMedia has provided a high level of technical back-up and advice, helping KBC to roll out the service."

Andrew Lambourne, CEO, SysMedia, adds, "Teletext remains a powerful and effective medium for information distribution, being easy to implement and inexpensive to operate. It is very pleasing to see a broadcaster introducing the benefits to a new region and we wish KBC every success."

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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