

Press contact:

Joss Armitage
Manor Marketing
Tel: + 44 208 678 8115
joss@manormarketing.tv

Company contact:

Andrew Lambourne
SysMedia
Tel: + 44 1293 814200
andrew.lambourne@sysmedia.com

Images available upon request

For Immediate Release

SYSMEDIA'S NEW MIDDLE EAST PARTNER SECURES FIRST WINCAPS SALE IN THE REGION

Horley, UK - 14th May 2008: SysMedia is pleased to announce that it has signed a reseller agreement with MediaCast for distribution of its subtitling and interactive TV product range across the United Arab Emirates.

MediaCast, which is based in Dubai, has a strong reputation across the region with over ten years' experience of supplying cutting edge solutions to media companies. It has already secured the first sale of SysMedia's WinCAPS off-line subtitle preparation software to Viva Entertainment, home entertainment content distributor.

WinCAPS is a complete subtitling package for all recorded programmes, covering subtitling for language translation as well as for the deaf and hard-of-hearing. Subtitles can be created quickly and easily in any language, and delivered as broadcast open captions (in-vision), DVD images, or teletext/DVB closed subtitles.

"The particular challenge for the video localisation facility in this region is to turn the work around as quickly as possible, making a translation available so that the editor can make appropriate cuts, and also creating subtitles for both international and local edits without extensive re-working," explains John Boulton, Technical Sales Manager, SysMedia.

WinCAPS allows subtitlers to begin work immediately (using the original video edit) and then export the completed (international) subtitles to Final Cut Pro. "They can then more easily apply the changes required for the local edit within Final Cut Pro (thereby removing any

/continued...

subtitles associated with deleted scenes for instance). In Final Cut they can also then easily identify any tidying up that may be needed for revised wording and quickly create those new subtitles in WinCAPS," concludes Boulton.

"We are looking forwards to a long and fruitful relationship with SysMedia. There is demand here in the market for a highly evolved and cost-effective subtitling solution, as evidenced by this initial sale," explains Peyman Dadpanah, Business Manager, MediaCast.

###

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

About MediaCast:

MediaCast - headquartered in Dubai Media City - is a leading distributor and technology solution provider for digital media production. With more than a decade of rich experience, MediaCast (www.mediacastsys.com) caters to production houses and broadcasters throughout the Middle East by providing superior products and unparalleled professional service.
