

PRESS RELEASE

For immediate release

16 November 2011

RTÉ CONTINUES MULTIPLATFORM EXPANSION WITH PLASMA GOLD-POWERED AERTEL DIGITAL

Irish national broadcaster RTÉ has successfully launched the new Aertel Digital version of its online teletext service – www.rte.ie/aerteldigital – powered by Screen’s, ‘SysMedia Plasma Gold’ technology. The expansion is an important step for RTÉ in the move towards digital switchover as it replaces website content currently reproduced from its teletext service on analogue TV.

The Aertel teletext-on-the-web service derived from RTÉ’s analogue TV output has been tremendously popular. Emer Conlon, IT Project Manager, RTÉ, says: “The analogue service accounts for 10 per cent of the total www.rte.ie traffic. At analogue switch-off we must replace this with a replica of our digital TV teletext output and that’s what the Plasma Gold technology is enabling.”

Conlon highlights the fact that online Aertel users value the ‘short-bite’ form of information and the ability to navigate quickly using well-known page numbers, and this functionality has been maintained in the new version. Over 500 pages of up-to-the-minute news, sport, financial and other popular listings are carried, including a dating service.

The service is managed through the Plasma Gold system that powers both the current digital TV teletext system as well as mobile output. A new XHTML Output Gateway has been integrated with RTÉ’s website. Conlon adds: “We had to work through quite a few specific browser issues to make sure this service worked correctly, a process that the company was able to advise closely on.”

Aertel Digital online is the latest example of an ongoing digital multiplatform extension of RTÉ's teletext services. Key to this expansion strategy is the need to avoid duplicating editorial effort. Equally important is the ease with which advertising is supported across the multiple platforms: enabling existing content and advertising to be leveraged in this way to broaden reach without extra editorial effort is one of the key benefits of Plasma Gold.

Andrew Lambourne, Business Development Director, Screen, says: "We are delighted to continue to provide enabling technology as RTÉ develops its multiplatform output. Broadcasters of all shapes and sizes need to embrace the opportunities offered by multiplatform delivery, particularly in the online areas of web and Connected TV, and we are here to help them do that."

- Ends -

Notes to Editors

Screen Subtitling Systems is the largest and most experienced supplier of captioning and subtitling systems in the world. They provide a range of products to cater for all subtitling needs, from software for subtitle preparation through to subtitle transmission and monitoring systems, all supported through our 24 hour customer care team.

The company was established in 1976 as Screen Electronics. Under its founder, Laurie Atkins, Screen pioneered and launched the first ever electronic subtitling system, providing the first digital character generator to the BBC.

In 2001 Screen took subtitling technologies into the 21st Century with their Polistream transmission and Poliscript preparation products. In 2010, the company was acquired by BNP Paribas as part of the SDI Media group of companies.

SysMedia was acquired by Screen Subtitling Systems Ltd in October 2011.

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.

Contact:

PR and Marketing: For further information, images and to arrange commentary and/or interviews contact Dean Wales: +44 (0)1473 834522 or dean.wales@screen.subtitling.com

www.screen.subtitling.com or www.sysmedia.com