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For Immediate Release

SYSMEDIA-POWERED RTÉ AERTEL MOBILE SERVICE SCOOPS IIA AWARD

Horley, UK, - 17th December: Irish public broadcaster RTÉ has scooped a prestigious award for its highly successful WAP-based RTÉ Aertel Mobile Service. The service – which allows mobile users access to republished content from its teletext pages – has won the Irish Internet Association Net Visionary 2007 Award for Mobile Internet.

The Award is sponsored by the Irish Internet Association and Enterprise Ireland and recognises a service that has achieved/excelled within the mobile internet space. Entries could be SMS, WAP, MMS or Java-based and deliver via GSM, GPRS or 3GSM. The Award recognises those initiatives, applications or services that are technologically, commercially or creatively innovative.

The RTÉ service is powered by SysMedia's PLASMA 3 teletext content management system with a Sysmedia WAP Delivery Gateway. Teletext pages from PLASMA 3 are made available as WAP content for the RTÉ Aertel Mobile Service with no additional operational overhead. The WAP Gateway delivers the teletext content as WML pages directly into the structure of the compatible WAP service completely automatically and simultaneously with the teletext page updates.

“The RTÉ Aertel mobile service has seen significant monthly growth since its launch and now has almost 300,000 page impressions per month. It has proved tremendously popular with

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our users as people want up-to-date, easy-to-navigate content that is effortless to access and that is what we provide. The technology from SysMedia is key to us being able to achieve this,” says Emer Conlon, IT Project Manager, RTÉ Publishing.

“We are proud to be involved with such a successful and award-winning service rollout. Our WAP Gateway was designed to meet the increasing demand for automatic cross-platform publishing of data from teletext services” adds Andrew Lambourne, CEO, SysMedia.

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About RTÉ Aertel:

The RTÉ Aertel mobile service was launched in June 2007 at mobile.RTEaertel.ie allowing users to stay in the know on the go by accessing the wealth of information available from RTÉ Aertel on their mobile phone whenever and wherever they want. As well as keeping up with the top news, sport and entertainment stories as they happen, users can also get up-to-the-minute sports results, check out what's on TV, access cinema listings, see if their flight is on time and lots more – all while out and about and on the move.

RTÉ Aertel is also available on TV with over 1.76 million users nationwide accessing the service, as well as online at www.rte.ie with over 178,000 unique users per month.

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
