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Images available upon request

RTÉ LAUNCHES NEW AERTEL MOBILE SERVICE WITH SYSMEDIA'S PLASMA GOLD

Horley, UK – 11th May 2010 – Irish national broadcaster RTÉ has successfully launched the new version of its mobile information platform, Aertel Mobile (<http://m.rte.ie/aertel>), supported by SysMedia's Plasma Gold cross-platform content management technology.

Aertel Mobile is the latest example of an ongoing digital multiplatform extension by RTÉ of its original teletext services and it will ultimately replace the previous award-winning WAP-based mobile service – which was also powered by SysMedia technology. Key to this expansion strategy is the need to avoid duplicating any editorial effort. Equally important is the ease with which advertising is supported across the multiple platforms.

The new mobile service has been specifically designed to display on the widest possible number of phones, including the iPhone and other smartphones. SysMedia achieved this by developing support for the industry-wide mobile handset database – the Mobile Device Atlas database – which allows the RTÉ system to determine the capabilities of the user's particular phone and deliver the output in the correct format.

The content is largely repurposed from Aertel's analogue and digital teletext services: 500 pages of up-to-the-minute news, sport, financial and other popular listings, approximately 70 per cent of which is updated automatically. 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.

Emer Conlon, IT Project Manager, RTÉ says, "Plasma Gold's automated repurposing of content, using a template model, is vital as we rollout these additional services. In order to increase revenue we need to extend access to the information we have and increase the reach of our advertising – different platforms, same payload."

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The new mobile service retains one familiar aspect of its teletext and WAP counterparts – page numbers. Emer Conlon says, “According to our statistics, accessing information via page numbers is very popular. People want to go directly to pages; they like the familiarity because they know those numbers from using teletext. These most popular pages are of course also ideal advertising spots.”

Andrew Lambourne, SysMedia CEO, adds, “RTÉ’s multiplatform development is exactly what Plasma Gold was designed to facilitate. The write-once-publish-many-times principal is fundamental to the product strategy and to multiplatform businesses. We are glad to see another success story as the model spreads to mobile.”

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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
