

## **PRESS RELEASE**

**For immediate release**

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# **Screen Subtitling Acquires SysMedia**

Screen Subtitling Systems has announced that it has acquired fellow broadcast technology company, SysMedia Limited.

The combination of these two successful, sector-leading, businesses offers an opportunity for customers to benefit from the integrated product range and extensive industry expertise created by this unification.

Screen's Managing Director, Matt Deakin said: "The combination of Screen and SysMedia marks an exciting new development in the industry - it combines decades of expertise in subtitling and broadcast technology and will harmonise world-leading product ranges."

"Existing and prospective customers of both businesses will benefit from an integrated product range and a collective knowledge pool that will pave the way for exciting, future product development."

Originally founded in 1976, Screen pioneered and launched the first ever electronic subtitling system, providing the first digital character generator to the BBC. The firm continued to extend its reputation in the industry as an innovator by launching the first DVB subtitling system in 1998 and then by introducing its Polistream subtitle transmission system in 2002.

With the arrival in 2009 of its smaller and more environmentally friendly Polistream Black, Screen satisfied customer demand for sustainability and tighter rack-space budgets.

This year, Screen has led the way in 3D subtitling technology with its ground-breaking product 3DITOR.

Andrew Lambourne, SysMedia's Chief Executive commented: "Formalising our union with Screen is a vastly positive strategy for each of the respective businesses and our customers alike. We are looking forward to capitalising on our synergies with Screen and to continuing to grow a successful business."

SysMedia has over 30 year's expertise in developing and supplying the television industry with market-leading, value-added hardware and software. Its reputation has been built on innovative product design focused on delivering productivity, quality and capability, as well as solid customer support. As a result SysMedia products are relied on by leading broadcast and subtitling organisations around the world.

The SysMedia WinCAPS offline and live subtitle preparation systems are recognised as a world-leading brand, with the recent launch of WinCAPS Qu4ntum and Q-Live consolidating that reputation. Equally the Plasma Gold multi-platform information publishing system has enabled teletext broadcasters to reach out onto middleware platforms, web and mobile: the newly launched SysMedia Connect product now extends this reach to connected TV.

Screen Subtitling Systems Limited is part of the SDI Media group, a global localisation service provider.

SDI Media offers localization services (including subtitling, dubbing and post-production services) via their own facilities located in over 30 countries across Europe, Asia and the Americas.

**- 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 21<sup>st</sup> 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.

**Please contact Dean Wales in PR and Marketing for further information and to arrange commentary and/or interviews.**

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