

Press contact:

Jennie Evans
Manor Marketing
Tel: + 44 1635 44991
jennie@manormarketing.tv

Company contact:

Andrew Pons
SysMedia
Tel: + 44 1293 814200
andrew.pons@sysmedia.com

Images available upon request

For IBC Release

SCREEN AND SYSMEDIA REACH SOLUTIONS PARTNER AGREEMENT

IBC Stand 3.359, IBC, Amsterdam – September 2007: SysMedia Ltd and Screen Subtitling Systems Ltd are proud to announce the signing of a strategic agreement that will enable them each to recommend the most cost-effective and 'best of breed' solutions for all existing and future customers.

Screen Subtitling Systems has identified SysMedia as a solutions partner for newsroom and associated live subtitling opportunities, and has also chosen SysMedia Ltd as a strategic technology supplier for teletext insertion equipment. At the same time, SysMedia has adopted Screen as a solutions partner for multi-language multi-channel subtitle transmission systems.

The agreement allows both companies to focus on their core competencies to the benefit of customers.

“By choosing SysMedia as a partner with a best-of-breed solution for newsroom subtitling, we enhance our overall offering and customers benefit because of SysMedia’s wide experience. At the same time it makes perfect sense to use SysMedia’s latest teletext subtitle insertion technology,” said Matt Deakin, MD of Screen.

“We always welcome the chance to work with companies like Screen that have a skills and experience-focus complementary to our own,” said Andrew Lambourne, CEO of SysMedia.

/continued...

“Systems sales for live newsroom subtitling or for multi-language transmission demand not just good technical solutions but also the experience of those backing it up – with this arrangement, customers get both.”

“Accessibility legislation is leading to increasing demands for teletext-based subtitling to benefit the deaf and hard-of-hearing audience – both for live programmes and for pre-recorded content. The technologies, skills and experience of these two companies provide real competitive advantage to customers” he added.

“Screen’s channels to market will see this as a positive step, as systems integrators can now confidently tick the box across the subtitling functionality range. We are mutually committed to achieving interoperability at file and protocol levels”, concluded Matt Deakin from Screen.

##

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 Screen Subtitling:

Screen Subtitling Systems has been intimately involved in the subtitling marketplace for over 30 years. Founded in 1976, Screen pioneered the first electronic captioning system, providing the first digital character generator to the BBC. Throughout the 1980s and 1990s, Screen continued to lead the market, developing a number of new subtitling technologies. In 2001, Screen took subtitling to new heights with the introduction of our Polistream transmission and Poliscript preparation products. Whatever your subtitling requirements, Screen Subtitling Systems has the equipment you need. Groundbreaking products such as Poliscript, MediaTrans, MediaTrack, MediaMate and MSX allow you to produce subtitles in a linear or non-linear editing environment, manage the production of subtitle files, insert subtitles in a 'media file' workflow, and monitor subtitles and data streams from end to end. Our commitment to high quality products and our dedication to customers have firmly fixed Screen Subtitling Systems as the number one provider of subtitling systems worldwide. Additional information can be found at www.subtitling.com
