

Press contact:

Joss Armitage  
Jump PR  
Tel: + 44 208 678 8115  
joss@jumprr.tv

Company contact:

Andrew Lambourne  
SysMedia  
Tel: + 44 1293 814200  
andrew.lambourne@sysmedia.com

Other contact:

Nuuti Rautiainen  
Icareus  
Tel: +52 55 5554 4453  
nuutti.rautiainen@icareus.com

## SysMedia Press Release

### TDN AND SUPERCANAL DEPLOY SYSMEDIA'S WINCAPS SUBTITLE TECHNOLOGY

**Horley, UK – 4<sup>th</sup> November 2009** – Mexico's Televisa Deportes Network (TDN) and Argentina's Supercanal are the first Latin American broadcasters to take advantage of SysMedia's WinCAPS subtitling technology and its advanced speech input tools. Both deals have been overseen by SysMedia's regional partner Icareus.

TDN, part of Televisa, is a new pay-TV sports channel initially available in Mexico, Central America and the Caribbean. The network has installed and is successfully using SysMedia's WinCAPS software – including speech input technology – to create subtitles for international sports content.

Nuutti Rautiainen, Business Development Director with Icareus for Latin America, says, "A significant factor in TDN's selection of WinCAPS was its ability to handle Spanish both for speech recognition and speech-text alignment, something its competitors do not support. These advanced speech processing tools will allow TDN to make considerable operational savings compared to more traditional approaches."

TDN transfers the completed subtitles from WinCAPS into Final Cut Pro, which then combines the subtitles and the final video, providing a very quick and cost-effective workflow.

Rautiainen continues, "Now with WinCAPS installed the subtitling process has been optimized and there is a streamlined workflow. The process is up to 10 times faster than it was previously using post-production software, and an editing suite has been released for several hours each week."

/continued...

Supercanal – the second largest cable operator in Argentina – has also installed WinCAPS to caption news and other live programming, using the option of Spanish speech input. This sale, which also includes the first delivery of SysMedia’s SDO7-CC Line 21 closed caption inserter unit, was also overseen by Icareus.

WinCAPS can be used to produce subtitles easily, efficiently and accurately for any recorded media or live programme. The software blends the human skills of the subtitler or translator with state-of-the art audiovisual analysis and speech processing to deliver accuracy, speed and productivity.

Andrew Lambourne, CEO, SysMedia says, “We are excited by the take-up of our products in Latin America as a result of our partnership with Icareus. WinCAPS has been developed over many years and provides a huge range of productivity and quality benefits that are not restricted by language in the same way as other products.”

##

**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, Supercanal 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](http://www.sysmedia.com)

---