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Images available upon request

VMMA FIRST TO BENEFIT FROM SYSMEDIA AND SCREEN SUBTITLING ALLIANCE

IBC Stand 3.359, IBC, Amsterdam –September 2007: Belgian broadcaster VMMA - Vlaamse Televisie Maatschappij - has become the first broadcaster to take advantage of the just-announced strategic alliance between two of the world's leading subtitling technology suppliers, SysMedia and Screen Subtitling. VMMA – which broadcasts VTM, KA2 and JIM – has ordered four WinCAPS Live systems to interface with existing Screen Subtitling technology that is installed.

The deal, which has been overseen and fully implemented by Screen Subtitling's Belgian partner DigiNet, is initially to support the increased use of subtitles on VTM, the main Flemish-speaking commercial channel. The first stage is subtitling the 19:00 news on the channel, making full use of WinCAPS' tight integration with the broadcaster's existing iNews system. Subtitling use is then likely to increase following on from pressure from the Belgian government, a situation increasingly familiar to broadcasters across Europe. In addition to the iNews integration, VTM will also use dual keyboard and speech recognition technology as input.

“One of VMMA's key requirements when specifying this technology upgrade was that it would integrate with deployed technology. That included a Screen Polistream transmission system. SysMedia's strong relationship with Screen Subtitling was therefore very important, the proof being that their technology provided a complete solution,” explains Karl Imbrechts, Sales Manager, DigiNet.

“As recently as May this year we were asked to investigate the possibility of subtitling our live news programmes for the deaf and hard of hearing audience. Timing was extremely tight: a

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final “go” or “no-go” was expected before the beginning of June and the system should then be on-air by September. The tight integration between our existing Screen on-air platform, its iNews interface, the support for speech recognition and dual keyboard of the WinCAPS’ platform were key elements in our decision. During installation we were very pleased to find that the overall system worked straight out of the box. The 19:00 news is subtitled daily. Next steps include reuse of captured subtitles for a VOD version of the news, other news shows and different live programmes,” says Chris Verhoeven, manager TV-productions, VMMA.

“As pressure grows on broadcasters to increase their subtitling output it is essential that technology suppliers work to provide not only the most technologically elegant solutions but also the most cost-effective. The strategic alliance between SysMedia and Screen Subtitling is designed to do precisely that and we are pleased that VMMA has recognised this,” says Andrew Lambourne, CEO, SysMedia.

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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
