



FOR RELEASE

## **Softel-USA Announces MediaSphere Support for IP-based Carousels Over Hi-Speed Data Networks**

**Norwalk, CT — December 19, 2005** — Softel-USA, the leading interactive TV (iTV) solutions provider and supplier of distribution and transmission technologies, has demonstrated DSG (DOCSIS® Set-top Gateway) delivery via GigE direct to CMTS (Cable Modem Termination System) signaling. This breakthrough, based on IP technology, leverages the MSO's existing high-speed data networks to deliver firmware upgrades as well as interactive applications and content to OCAP set-top boxes.

MSO requests for this technology required Softel-USA to develop it ahead of the specification. Softel-USA is actively involved with CableLabs to help create the final DSG specification. Softel-USA participated at a CableLabs® OpenCable™ Application Platform (OCAP™) Interop event last month.

Sam Pemberton, president & CEO of Softel-USA said, "In response to requests from our clients, we have proved to several operators that MediaSphere carousels may now be sent over IP data networks. We are very excited about this innovative approach that will help accelerate our clients' ability to roll-out full, one-screen interactivity with a nationwide footprint."

Sam will be speaking about IPTV on January 7<sup>th</sup> at the 2006 International CES conference in Las Vegas.

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### **About Softel-USA**

Softel-USA offers an innovative range of technology for the iTV world including powerful DSM-CC object carousels and other tools key to a successful iTV playout facility. The MediaSphere Family is designed to be extremely flexible and seamlessly integrated. MediaSphere TX and MediaSphere Lab carousels handle both static and dynamic content and are capable of outputting OCAP, ETV, MHP, GEM and MHEG applications, as well as carrying other proprietary streams. Softel-USA's web-based configuration and administration tools facilitate multi-region iTV roll-out and operation. The MediaSphere Alliance Program ensures the system is pre-integrated with best-of-breed technology including: ADB, Ensequence, emuse, Digisoft, Osmosys, Two Way TV and Vidiom. Softel-USA products are deployed in leading entertainment companies such as Canadian Broadcasting Company (CBC), CBS, Charter Communications, Comcast, ESPN, GSN, Starz-Encore Group, Technicolor and Turner Entertainment Networks. The company also provides strategic consulting and professional services. For more information about Softel-USA, visit [www.softel-usa.com](http://www.softel-usa.com).

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