



FOR RELEASE

## **Softel-USA and Ensequence Partner to Deliver US Broadcasters a Cost-Effective Route to iTV Roll-Out**

*Integration provides broadcasters with a turnkey and proven set of technologies for iTV*

**STAMFORD, Ct. — March 8, 2005** — Softel-USA, the foremost iTV solutions provider, today partnered with Ensequence™, the leading provider of interactive TV (iTV) software, to deliver broadcasters with a seamless and cost-effective route to iTV deployment.

Under the partnership, Ensequence will combine its *on-Q*™ software suites with Softel MediaSphere TX and MediaSphere Lab carousels to solve a key challenge facing US broadcasters: airing interactive television shows and commercials through multiple operators using various middleware platforms.

"US cable operators and TV networks have been challenged by the complexity of delivering iTV. The combination of our technologies will enable the first affordable solution to delivering interactive TV broadcasts to US audiences," said Dalen Harrison, Ensequence president and CEO.

As a member of Softel-USA MediaSphere Alliance Program, Ensequence uses the MediaSphere Lab to test iTV functionality on consumer receivers for its clients prior to the operator mandated testing and certification process. The MediaSphere Lab provides a PC or Sun-based multi-standard DSM-CC carousel generator that allows iTV applications to be inserted into the digital transport stream. The combination of these technologies enables a single streamer to air interactive television shows and commercials on multiple TV operators, running any of a variety of platforms (including OCAP, OpenTV, MHP, GEM, or MHEG).

"The integration of best-of-breed technologies is key to successful real-world iTV roll-outs," said Sam Pemberton, CEO and president of Softel-USA. "As a member of the Softel-USA MediaSphere Alliance Program, Ensequence has worked closely with Softel's team. MTV UK's forthcoming deployment of the integrated Softel and Ensequence technologies demonstrates our commitment to operational effectiveness for our clients."

The initial integration enables iTV applications to be aired by operators using OpenTV middleware. The MediaSphere and *on-Q* software integration to the MHP and OCAP middleware standards will be available during the second quarter of 2005.

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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, 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. Softel-USA products are deployed in leading entertainment companies such as Canadian Broadcasting Company (CBC), 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).

#### **About Ensequence**

Ensequence™ is revolutionizing the way advertisers, networks, channels, broadcasters, and operators interact with their viewers. Established in 2000, Ensequence is the premier provider of interactive TV software used to create, test, and air interactive shows and commercials. Ensequence *on-Q™* software suites reduce the time and financial commitment required to produce interactive content. Prominent interactive TV leaders such as the BBC and the Discovery Channel were first to adopt *on-Q* software. For more information about Ensequence, visit [www.ensemble.com](http://www.ensemble.com).

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