



Softel-USA and Mindhouse Announce From Zero to Interactive in 10 Days

Stamford, CT — May 10, 2005 — Zero to 10 days to put to air any existing interactive application developed by your choice of iTV suppliers? We've proved it. In less than two weeks, Mindhouse will deploy its Mindset service delivery platform within your broadcast infrastructure along with Softel-USA's MediaSphere playout solution, enabling you to deploy and manage multiple interactive applications – developed by any third-party vendor – across one or more digital networks.

- Zero to 10 days to give your operations center the ability to configure, deploy and monitor all your interactive services from one interface.
- Zero to 10 days to offer your viewers static, dynamic or 24/7 services, from a centrally managed games delivery platform to a 24/7 news service.
- Zero to 10 days to deploy a platform which allows your editorial teams to churn applications and any dynamic content within those applications, from game prize lists to breaking news headlines.

No other solution today can match the proven speed, power and flexibility that the combined Mindset and MediaSphere solution offers – flexibility that doesn't limit your content to any single platform. From OCAP, OnRamp, OpenTV and IPTV and all points in between, Mindset and MediaSphere decouples the dependencies that are inherent with vendor-specific solutions, allowing you to focus on broadcasting quality interactive services.

At IBC 2004, Mindhouse showcased the integrated solution playing out multiple iTV applications on a MediaSphere TX, which simultaneously deployed three middleware platforms (MHP, OpenTV EN2 and BskyB's OpenTV). The ability to support multiple middleware platforms is a key factor in the US market, where more than one middleware platform will be prevalent.

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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), CBS, Comcast, 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.

About Mindhouse Limited

Mindhouse are technology enablers for the interactive broadcast industry. With Mindset, our enterprise service delivery platform, broadcasters, content providers and platform operators can deploy interactive services and their associated content cost-effectively across diverse networks and territories, including satellite, terrestrial and cable television, IPTV, web and mobile channels. For return path data, our configurable Transaction Manager module aggregates requests from multiple devices, allowing content providers to offer full two-way services and track their customers across channels and services. Mindhouse also has a range of solutions designed to allow clients to rapidly roll out services to increase viewer loyalty and develop new revenue streams. These include framework applications for Voting (Elect), Quizzes and Competitions (Enquire) and 24/7 magazine content (Engage). Our clients include Turner Broadcasting Systems Europe, Channel 4, ITV, the BBC, Tandberg TV and others. For more information about Mindhouse, visit <http://www.mindhouse.co.uk>.

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