

FOR RELEASE



Vidiom Systems Joins Softel-USA's MediaSphere Alliance Program

Stamford, CT — March 15, 2005 — Softel-USA, a leading interactive television (iTV) solutions provider and supplier of distribution and transmission technologies, and Vidiom Systems, a leading provider of OCAP solutions, announce that Vidiom Systems has joined the MediaSphere Alliance Program.

The partnership ensures that Softel-USA's MediaSphere Family of products, including DSM-CC object carousels, work seamlessly with Vidiom Systems OCAP middleware solution. The initial integration enables iTV applications to be aired by operators using Motorola headends and set-top boxes.

"We are proud to have Vidiom Systems as part of the Alliance Program, said Sam Pemberton, CEO and president of Softel-USA. "We've developed a mutual respect for each other over the years, and the MediaSphere Alliance Program has helped move our relationship forward." Michael Malcy, Vice President of Business Development and Marketing at Vidiom Systems said, "Softel-USA's knowledge-base from its successful iTV deployments in the UK give it a head-start in the US OCAP market and is the carousel provider for MSO's to take note of."

The integrated OCAP solution will be on display at Softel-USA's CableNET booth at the NCTA National Show in San Francisco, April 3rd - 5th. Vidiom Systems will be showcasing OCAP solutions at NCTA booth #5790.

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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.

About Vidiom Systems

Vidiom Systems Corporation provides technology solutions to the cable, satellite and consumer electronics industry. Specializing in the design of middleware, iTV applications and tools, as well as services including system integration consulting, technical documentation, testing, and training, Vidiom Systems' staff has the experience to develop the innovative system solutions our clients require. Founded in 1997 and headquartered in Broomfield, Colorado, Vidiom Systems has additional offices in Portland, Oregon, and Des Moines, Iowa. For more information about the television technology products and services provided by Vidiom Systems please visit our website at www.vidiom.com.

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