



Softel-USA at The Cable Show:

- **MediaSphere™ carousel system showcased throughout The Cable Show**
- **Company launches "MediaSphere Desktop" targeted at application creation community**
- **Softel Group CEO, Pemberton speaks on NCTA "Expert Panel"**

Norwalk, CT — May 2nd, 2007 — Softel-USA's flagship MediaSphere™ carousel streaming products will be widely showcased during the National Cable and Telecommunications Association's (NCTA) annual trade show taking place May 7th to 9th at the Mandalay Bay Hotel and Casino in Las Vegas.

Softel-USA's MediaSphere product line continues to represent a cross-platform approach to interactive television, with a key goal being to allow operators and networks to deploy applications to the maximum number of viewers possible. All MediaSphere carousels therefore support a variety of middleware standards and have the ability to playout to cable, digital terrestrial, IPTV, and satellite all from a single unit.

In particular Softel-USA is using The Cable Show to highlight creation and playout for OpenCable™ Application Platform™ (OCAP™), and Enhanced TV (ETV-ebif) interactivity. These standards allow any headend to provide interactivity to viewers with legacy set-top boxes as well as those with newer, more powerful OCAP compliant set-tops. This has the advantage of maximizing all interactive TV application investment and ensuring the greatest number of viewers have access to richer content.

The MediaSphere platform will be on display throughout the show in the following six locations:

- **CableNET® (booth 221)**
CableLabs' MediaSphere TX carousel server will be shown simultaneously playing out ACAP™, OCAP and ETV-ebif applications provided by a range of third party developers. Playout will be to set-top boxes provided by ADB, Motorola, and Samsung.
- **Digeo (booth ES-85)**
Digeo will be showcasing the Moxi™ suite of products being played out from their MediaSphere Lab carousel. The MediaSphere Lab reference platform has been used extensively by Digeo to test and perfect the Moxi suite.

- **Ensequence (booth 2475)**
Ensequence will use their MediaSphere Lab to show off a variety of their applications, as well as their creation and deployment tools.
- **OCAP Developers Conference (conference demo area)**
To complement the conference topics CableLabs is showcasing different vendor contributions to an OCAP ecosystem, which includes a MediaSphere TX carousel.
- **Vidiom Systems (booth 4658)**
Vidiom will demonstrate a range of compelling applications being played out by their MediaSphere Lab system. Vidiom will also be showing the MediaSphere Desktop system.
- **Zodiac Interactive (booth 4272)**
Zodiac will demonstrate a host of exciting applications being streamed by their MediaSphere Lab system.

A team of Softel-USA's interactive TV experts will be stationed throughout these demonstrations.

Softel-USA will use the show to launch the third MediaSphere carousel system – “MediaSphere Desktop” which joins MediaSphere TX (designed for automated 24/7 n+1 playout in the broadcast chain), and MediaSphere Lab (designed for prototyping, and lab/test environments). MediaSphere Desktop is aimed squarely at the content creation community and is supplied in a specialist PC chassis designed specifically for direct use with software development environments such as those provided by MediaSphere Alliance Program™ partners emuse (ModelStream™), Ensequence (On-Q™ suite) and Vidiom (Vision Workbench™). The system is supplied complete with inbuilt QAM modulation for cable environments, or QPSK for satellite, and may playout directly to iTV-enabled set-top boxes or television sets.

Softel-USA's president, Ed Humphrey notes “MediaSphere Desktop represents a continuation of the MediaSphere Lab theme that Softel began several years ago, whereby a reference class carousel is provided but licensed for a non-mission critical environment. A key goal of the MediaSphere Desktop solution is to offer the iTV content creation community a highly affordable, yet robust and user friendly system to develop reliable and engaging interactive applications and content. Whereas the MediaSphere TX and MediaSphere Lab systems are headend products, MediaSphere Desktop's pricing opens the market to an entirely new community of users. Crucially, Softel-USA's famed “Headend Simulation System” will be included with MediaSphere Desktop which will



ordinarily be supplied bundled with one of our MediaSphere Alliance Partner's creation solutions (in fact the first tight-bundle will be announced at NCTA!)."

Meanwhile, on Sunday May 6th at 4:30pm Sam Pemberton (CEO of the Softel Group) will partake in a panel to discuss interactive television as part of the OCAP Developers Conference. The panel is titled "OCAP in the real-world: Ask the Experts" and will offer valuable lessons and a terrific guide to deploying OCAP interactivity. OCAP is of critical importance to MSOs this year due in part due to the fast-approaching FCC deadline of July 1st mandating cable operators to provide separable security on all newly deployed set tops.

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About Softel-USA, LLC

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, MediaSphere Lab and MediaSphere Desktop carousels handle both static and dynamic content and are capable of outputting OCAP, ETV, MHP, 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, SysMedia, 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, Time Warner Cable and Turner Entertainment Networks. The company also provides strategic consulting and professional services. Softel-USA is wholly owned by the Softel Group. For more information about Softel-USA, please visit www.softel-usa.com. For more information about the Softel Group, please visit www.softelgroup.com.

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