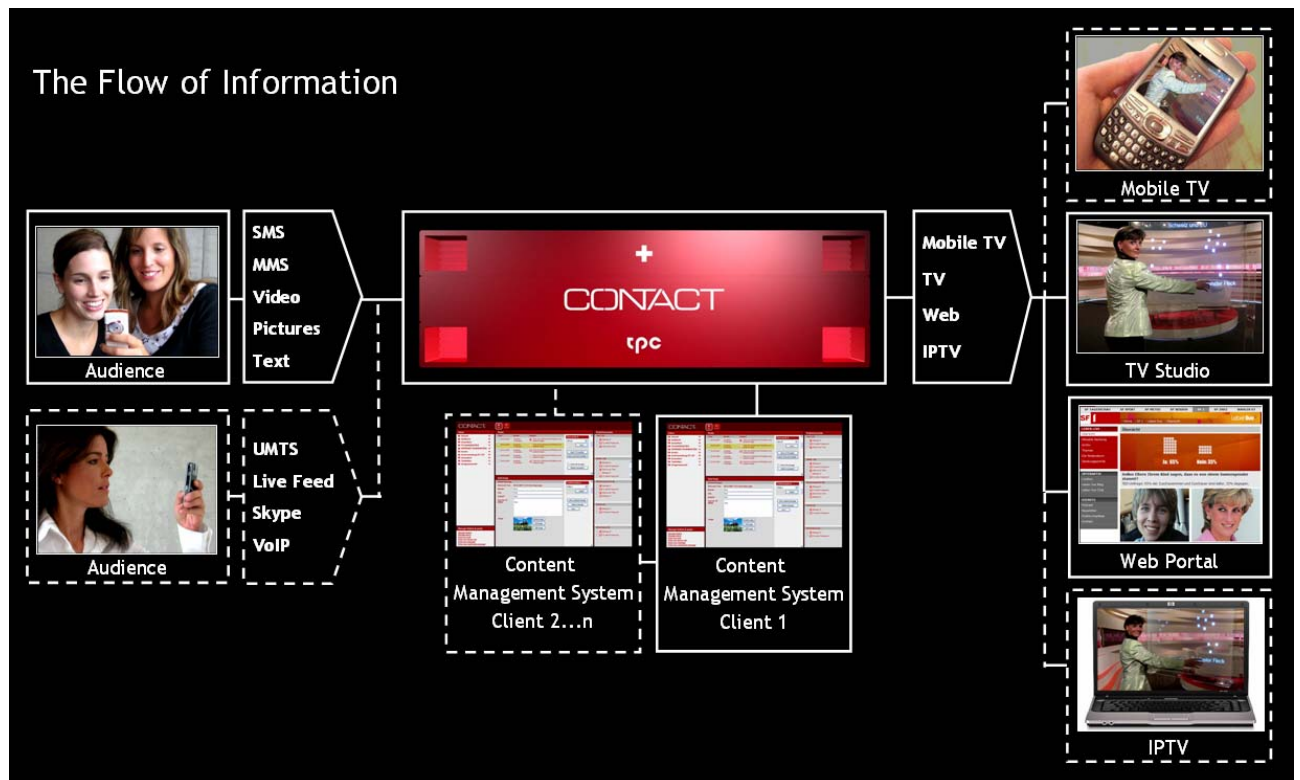


CONTACT product news

Just in time for IBC, tpc – Switzerland’s leading TV production house – is launching its solution for inbound media messaging. The unique CONTACT system convert incoming messages such as SMS, MMS, e-mail, etc. into a standard MXF format. The user created content (UCC) will be checked and edited using a convenient and easy-to-use content management system (CMS).

Operated by the host of the show, the converted messages are visualized, for example on a touch screen or holographic projection system, and/or pushed to any website.

A pilot CONTACT system has been on air successfully since April 2007, as the interactive part of SF1's weekly TV show “Leben live” .



overall process map

CONTACT basic functions and product overview

TV mode

CONTACT is a fast and reliable system for TV producers and TV stations of any size wanting to incorporate interactive messaging elements such as SMS, MMS, or user-generated video clips into their TV shows. CONTACT does this quickly and easily, without any complicated transfers.

CONTACT is compatible with any UCC format you may receive.



- reads any incoming format
- easy-to-use content management system
- output to the studio or to any website

- CONTACT reacts promptly to global news

The system recognizes all message formats and will generate an MXF format close to real time. This file will be managed and edited via the management cockpit. Spelling mistakes will be corrected and statements that are politically incorrect or just too long will be edited in seconds. Video material will be tailored using the video editor. The flow of information will generate on-screen audience contribution without additional reformatting, editing or conversion processes. The signal will be pushed on screen by a touch screen menu operated directly by the host (option) or directly out of the system. At the same time, every content can be pushed to any website connected to the system. Content can be found and published easily using the background archive. Issues can be discussed in online forums and blogs. Such forums or polls will be added to individual opinions and will be visualized in the TV show.

web applications

CONTACT is the ideal solution for gathering UCC. All formats can be pushed directly to any web platform in different forms. Unlike YouTube, there are realtime entry checks, so there is a much lower risk of violating copyright. This offers an additional safeguard for corporations as well as public and private TV stations.

CONTACT is virtually a must for corporate webcasts, because this type of communication require that inbound questions and opinions be handled with care and precision. A webcast will be stored for a long period of time on a corporate website.

DVB-H/Mobile Television

For the first time, it is possible to handle UCC in multiple formats, with “check” and “push” functions for any mobile TV provider.

CONTACT - the 3-in-1 box

Driven by smart tools and an easy-to-handle surface the CONTACT Messaging Server enables the web or TV producer to:

- collect content
- manage and edit content
- publish content

CONTACT based on PC modules operating in an optimized, compact box that includes all necessary interfaces to receive messages from telco providers, as well as uploads in all online formats (see fact sheet). Voting protocols could also be processed.

SF 1 had requested a tool to handle inbound messaging for the new “Leben live” show. tpc and its partner Werft22 had the solution. Sdreamland is the latest software development to identify all formats automatically, as well as video codec, clip size, etc.

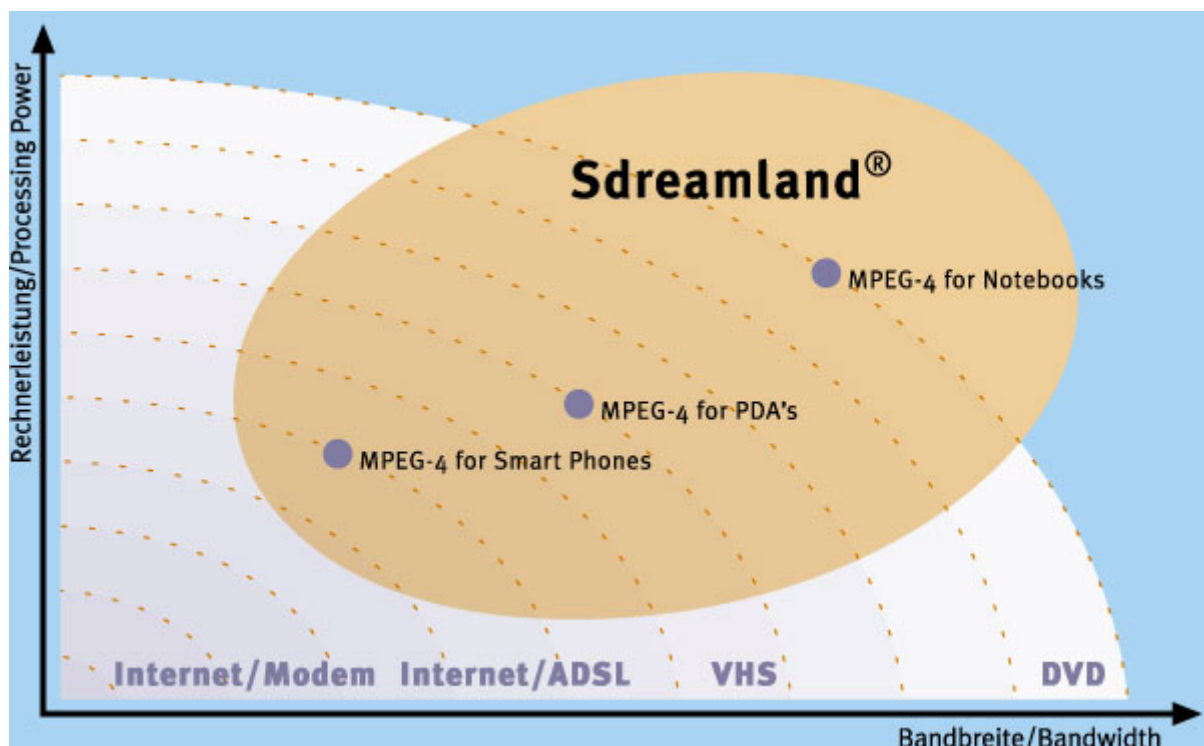
The sdreamland-powered encoding process into MXF format is so fast that a large volume of content can be processed at the same time.

input portal for inbound content

Digests news, opinions and content in any format.

Incoming content is managed by a multi-format interface. The following types of content are identified by the Sdreamland® process:

- incoming content from telco providers connected to the system
 - SMS, MMS
 - inbound polling results from
 - SMS voting
 - telephone voting
- incoming e-mail
- incoming e-mail with attachments
 - text, pictures, videos
- incoming content from a direct online upload
 - text, pictures, videos
 - inbound polling results
 - from online voting
 - public surveys

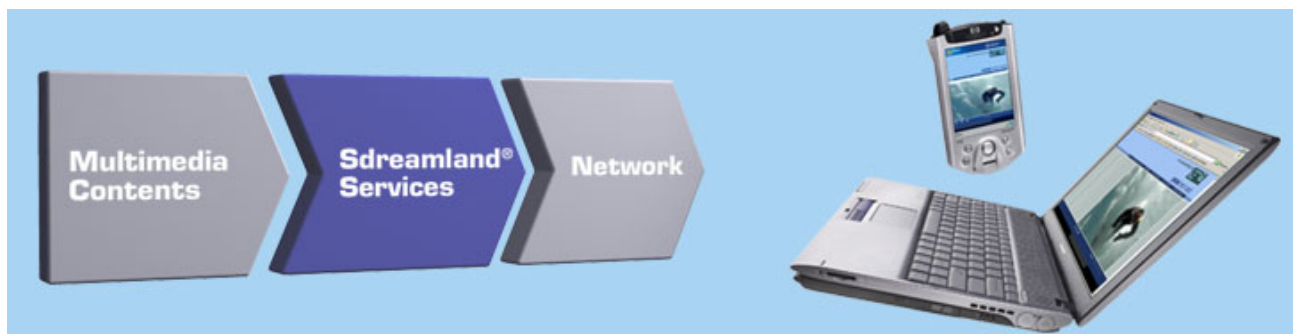


conversion

One standard output format: MXF

Controlling the identification and conversion process simultaneously, sdreamland was originally designed for Boeing's inflight entertainment and communications application. The highly flexible software facilitates excellent results and high-speed encoding.

- inbound content will be transformed into MXF format
- in addition inbound content will be transformed into a proxy format
- for content management and editing
- optional outbound content can be converted into any online format



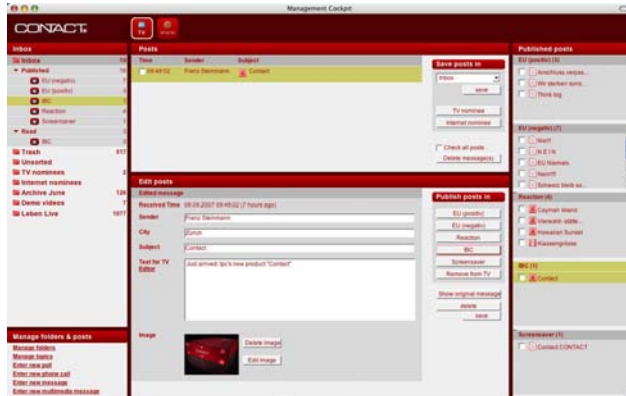
CONTACT will be supplemented by a standard storage device. For complex graphics applications there will be the option of support from a dedicated graphics processor (separate Workstation).



tv productioncenter

content management system

The easy-to-use web based management tool can be accessed from every terminal connected to the network. A editorial team can work from several clients at the same time. This allows a large volume of inbound traffic to be processed and edited at the same time. It is possible to prepare a show in advance from the producer's office.



content management tool

After content has been converted, it will be passed to the web browser-based CM tool that operates on every PC or Mac connected to the CONTACT LAN. The tool's interface has been designed along the same lines as MS Outlook, so it is easy for a editorial team to operate for live TV shows, no technical background required. The integrated video editing tool allows in and out points to be set. An editor with additional features is in preparation.

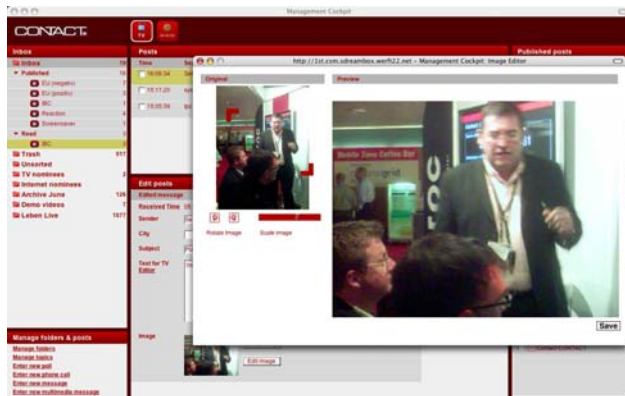


photo editor



video editor

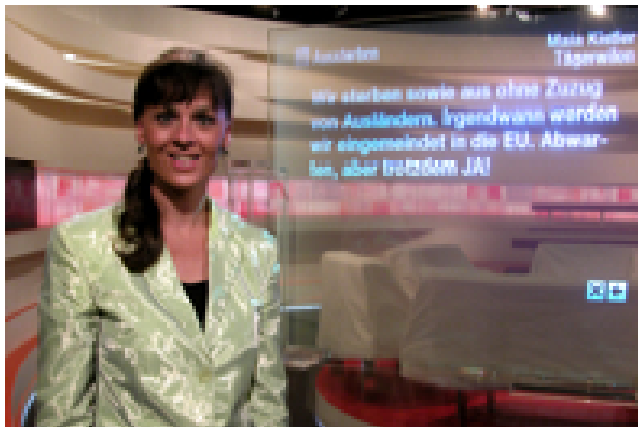
output channel

The outgoing signal can be routed to one or multiple screens/platforms.

The stream generated is processed by a graphics system with a state-of-the-art, ready-to-use design. This package can be used in a TV show or web application. An additional graphics server could be integrated for a high-performance multilayer design. The white label product can be adapted easily to any station or web design.

Visualization in the tv studio

The package includes an interface and software package for a touch screen display to be used by the host for interactive dialogue in the studio. Combined with a state-of-the-art interactive display design, the host will be able to choose the output in the studio by touch screen and a very impressive holographic projection.



HoloproTM with output in the studio

Combined with a state-of-the-art interactive display design, the host will be able to choose the output in the studio by touch screen and a very impressive holographic projection.

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