



Tamblin launches development tool for new Sky e-business portal

6th July, 2005 – Brands and website owners can now access a quick and cost-effective route to developing and publishing interactive content on the new Sky e-business portal, with the launch of Tamblin's i-ZoneTV[®] On-Demand for e-business. The interactive TV software tool offers pre-tested templates and an on-demand pricing model to significantly lower the barrier to entry for brands wishing to launch interactive TV services.

i-ZoneTV[®] On-Demand for e-business has been specifically developed to enable brands, websites and small broadcasters to launch services on the Sky e-business portal, quickly and at low cost. While there is no upfront charge to register and launch websites on the new portal, brands must adapt all web content for television using WTVML technology. i-ZoneTV[®] On-Demand for e-business provides the tools to develop and deploy WTVML applications, enabling brands to repurpose content specifically for the TV.

On-Demand for e-business utilises Tamblin's i-ZoneTV[®] Core, the UK's most widely deployed interactive TV engine. The software is used extensively in Sky's entertainment and gaming portal, Sky Active and has been used to publish over 60 iTV applications to more than 20 channels on the Sky platform in the last two years. Other major UK broadcasters that use i-ZoneTV[®] Core include Channel 4, Five, Flextech and ITV.

As part of the launch of i-ZoneTV[®] On-Demand for e-business, Tamblin will make available starter packages targeted at specific vertical markets such as Radio Stations, Advertisers, Charities, Telecoms and SMS Operators. These packages give companies and brands all the templates and tools they need to launch on the Sky e-business portal quickly and cost-effectively.

Stuart Waite, CEO of Tamblin says, "The new Sky e-business portal provides an excellent opportunity for brands wishing to take advantage of digital interactive TV. In response, Tamblin has created a unique product that offers a cost-effective way of creating and publishing compelling interactive services within 24 hours, significantly lowering the barrier to entry to launching interactive TV services."

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