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Tamblin to unveil new interactive TV tools at IBC 2005 to drive viewer interaction in Europe

13th July, 2005 – Interactive TV software provider, Tamblin, will unveil three new interactive TV tools at IBC 2005: i-ZoneTV[®] On-Demand; i-ZoneTV[®] Gallery; and i-ZoneTV[®] Response. The products will enable European broadcasters, producers and platform operators to quickly and cost-effectively develop Text to Screen and red button services for both digital and non-digital platforms.

i-ZoneTV[®] On-Demand will offer pre-tested templates and an on-demand pricing model to enable smaller European broadcasters to rapidly deploy interactive TV applications in hours rather than months. i-ZoneTV[®] Gallery and i-ZoneTV[®] Response will enable European broadcasters to launch viewer interaction based around SMS and mobile telephony, in order to reach analogue and digital households without a fixed phone line return path.

Tamblin will also demonstrate the content and template management of OpenTV SDK applications via its i-ZoneTV[®] Core software. This means platforms and broadcasters with deployed OpenTV middleware will be able to take advantage of i-ZoneTV[®]'s advanced functionality for building SDK applications from a library of templates.

Mark Janes, Commercial Director at Tamblin, commented, "Encouraged by the success of interactive TV in the UK, European broadcasters are keen to realise the benefits of interactive services, such as viewer loyalty and revenue generation. Tamblin has developed a range of tools that will enable European broadcasters to easily launch a variety of SMS and red button services to both digital and non-digital homes, regardless of budget restrictions, making mass market interactive TV a viable proposition for the first time in Europe."

Partner interest across Europe for the new interactive tools is growing rapidly and Tamblin plans to announce a number of strategic partnerships during IBC 2005.

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NOTES TO EDITORS

For further information, please contact:

Louise Andrews

Wildfire PR

Tel: 020 8339 4424

Email: Louisea@wildfirepr.co.uk

About Tamblin

London-based Tamblin was founded in 2000 to create a template and content management platform for the emerging complexities of interactive and enhanced TV.

In less than five years, the company has become the driving force behind the provision of interactive TV services in the UK. Tamblin's modular software suite, i-ZoneTV[®], powers the largest interactive TV application in the world – the Sky Active Portal. It is also used to create and manage interactive TV content for other major UK broadcasters, including ITV, Channel 4, Five, Flextech and Disney. In the last 18 months, over 60 interactive TV services have been published using i-ZoneTV[®], including Big Brother, I'm a Celebrity Get Me Out of Here, Hell's Kitchen, 24, Nip Tuck and The Farm.

For more information, visit www.tamblin.com