



**Tamblin**

IBC 2005  
8<sup>th</sup> – 13<sup>th</sup> September  
Amsterdam  
**Stand No. 1.553**

## **Tamblin launches i-ZoneTV<sup>®</sup> Gallery and i-ZoneTV<sup>®</sup> Response for Text to Screen interactive services**

New tools enable interactivity for both analogue and digital viewers

**IBC, Amsterdam - 9<sup>th</sup> September 2005** – Interactive TV software provider Tamblin today announces the launch of two interactive TV tools, i-ZoneTV<sup>®</sup> Gallery and i-ZoneTV<sup>®</sup> Response, that allow broadcasters and production teams to make use of mobile phones as an alternative to a fixed-phone line return path. With analysts predicting that only a third of households in Western Europe will have digital TV by the end of 2005, i-ZoneTV<sup>®</sup> Gallery and i-ZoneTV<sup>®</sup> Response enable broadcasters to engage both analogue and digital TV viewers.

i-ZoneTV<sup>®</sup> Gallery is the next generation content and template management system for broadcast graphics systems that includes rapid deployment of Text to Screen applications. Production teams can select from either a library of templates or design new templates for instant use. Applications can then be scheduled for broadcast, used live, or synchronised to the required program. The tool is packaged with a range of pre-designed templates that can be used to design interactivity, including voting, quizzes, competitions, chat, SMS/ MMS crawlers and games.

i-ZoneTV<sup>®</sup> Response enables producers to aggregate, analyse and filter all data captured from SMS, MMS, the Web and if required, digital interactive TV services. The real time moderation functionality means i-ZoneTV<sup>®</sup> Response can process thousands of messages every minute, providing an intuitive interface for editors to check messages before broadcasting them live. i-ZoneTV<sup>®</sup> Response can be used with any telecoms provider.

Stuart Waite, CEO at Tamblin, commented: "Many broadcasters across Europe are launching interactive services for digital terrestrial TV, but the majority of households do not have digital TV so cannot benefit from these additional services. i-ZoneTV<sup>®</sup> Gallery and i-ZoneTV<sup>®</sup> Response will enable broadcasters to complement existing digital interactive TV activities with interactive services capable of engaging both analogue and digital viewers at the same time."

- Ends -

## **NOTES TO EDITORS**

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### **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<sup>®</sup>, 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<sup>®</sup>, 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](http://www.tamblin.com)