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## **Tamblin launches i-ZoneTV<sup>®</sup> On-Demand for rapid, low cost development of interactive TV services**

**IBC, Amsterdam - 9<sup>th</sup> September 2005** – Interactive TV software provider Tamblin today announces the launch of i-ZoneTV<sup>®</sup> On-Demand, a library of ready-to-use interactive TV templates, to enable smaller broadcasters to rapidly develop and publish interactive applications at low cost.

The i-ZoneTV<sup>®</sup> On-Demand library offers broadcasters a range of pre-designed, tested templates, including pages for competitions, quizzes, information and voting. Broadcasters can simply select a number of templates from the library, paying on a per-usage basis, and insert text, images and design layouts in order to customise their interactive applications.

Many of the templates available through i-ZoneTV<sup>®</sup> On-Demand have already been successfully deployed in the UK using i-ZoneTV<sup>®</sup> Core, Tamblin's content and template management system for interactive TV. The system can support any type of platform requirement, from broadcast graphics, IPTV, OpenTV, MHEG, MHP, Liberate, XML, WTVML, Mobile and The Web. Broadcasters can also grow their template libraries with their own additional template designs to ensure maximum look and feel flexibility, no matter what application is required on air.

i-ZoneTV<sup>®</sup> Core has been used to publish over 60 interactive TV services in the last 18 months, including: Channel 4's Big Brother; Sky's The Simpsons and Nip-Tuck; ITV's Hell's Kitchen, X Factor and Pop Idol; and Five's Back to Reality and The Farm.

Stuart Waite, CEO of Tamblin says, "Many smaller broadcasters want to provide interactive TV services to their viewers alongside programme content, but simply cannot afford the up-front costs of specialist software, design tools or developers. Tamblin has created a unique licensing model that offers broadcasters a cost-effective way of creating and publishing interactive services in hours rather than months, using proven interactive templates that offer an economic return on investment and additional revenue opportunities."

- 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)