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## **Interactive TV Software Provider, Tamblin, Integrates Inscribe Graphics Systems to Expand Product Range**

*Inscribe Inca RTX™ chosen as best graphics system to integrate*

**IBC, Amsterdam - 9<sup>th</sup> September 2005** — Leitch Technology Corporation (TSX: LTV), a leading provider of SD/HD solutions for professional digital video, announced today that Tamblin, the UK leading interactive TV software provider based in London, has selected Leitch's Inscribe Inca RTX™, after intensive research, to integrate into its i-ZoneTV® product suite and expand delivery platforms to include on-air graphic systems.

“Our integration with Leitch's Inca RTX brings an important enhancement to i-ZoneTV®,” said Mark Janes, commercial director at Tamblin. “Encouraged by our previous success, we are expanding our products to help broadcasters, producers, advertising agencies and brands maximize the potential for user interaction via the TV, not just through interactive TV. Our current research indicated that Inca RTX is the only character generator that offers a full development environment into Tamblin's extensive content and template management system, i-ZoneTV®. It was particularly important to find a flexible solution that offers our clients access to many of the i-ZoneTV® product features for non-linear TV interaction. As part of our new i-ZoneTV® Gallery product (launched at IBC), broadcasters can deliver the next generation of stunning text/graphics to screen applications and games using an industry-standard Inscribe character generator.”

## **Tamblin Integrates Insciber RTX 2**

Enabling broadcasters to easily develop their own custom graphic applications, Inca RTX is widely regarded as the most flexible and capable real-time 2D/3D graphics, video and animation platform available. Inca RTX allows users to provide up-to-the-minute data in sports, weather and elections, as well as dynamic graphics and effects within interactive programs, games shows and shopping channels, or for covering live-on-location events.

“Tamblin has developed a range of tools that enable broadcasters to easily launch a variety of complementary interactive services,” remarked Randy Fowlie, vice president and general manager, Digital Media for Leitch. “Inca RTX is ideally suited to permit customization that meets their specific application. We are delighted to be partnered with Tamblin as it expands i-ZoneTV® to coordinate viewer interaction across digital, mobile telephony and traditional broadcast playout graphics.”

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## **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®, 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](http://www.tamblin.com)

### **About Leitch Technology**

An industry leader for more than 30 years, Leitch Technology provides high-performance, multi-format solutions for professional digital video. Through its two business segments - Digital Media and Infrastructure - Leitch offers standard-definition/high-definition (SD/HD) products and systems that enable media companies to streamline workflow from production through transmission. Leitch offers a comprehensive, award-winning portfolio of processors, routers, servers, graphics and editing solutions, master control and branding systems, digital signage, network monitoring and control software, and test and measurement instruments, along with premium customer support. ([www.leitch.com](http://www.leitch.com))