



## Directgov Selects Tamblin's i-ZoneTV<sup>®</sup> to Streamline the Creation and Play Out of interactive TV

**XX April, 2006** – Interactive TV specialist Tamblin today announces that Directgov, the Government-run initiative that provides information and services to UK citizens, will use its i-ZoneTV<sup>®</sup> software to create, update and publish the Directgov service to a number of interactive TV platforms.

i-ZoneTV<sup>®</sup> will provide Directgov editors with increased flexibility and control over the development and play-out of services to digital satellite, digital cable and digital terrestrial platforms. The interactive services will be created from a library of highly flexible multi-platform templates created in-house by Tamblin's developers. Directgov editors will then use i-ZoneTV<sup>®</sup> CORE to manage and publish the content to Sky, NTL, Telewest and Freeview.

Tamblin's i-ZoneTV<sup>®</sup> RESPONSE tool will be used by Directgov to analyse and report on data submitted by TV viewers, such as an application form to renew car tax or a driving test booking, as well as aggregating and reporting on usage of the interactive services.

"The public relies on Directgov to provide up to date information on Government services and expanding our presence on digital TV platforms is key to our future strategy," said Colin Ward, business and operations manager at Directgov. "i-ZoneTV<sup>®</sup> will give our editors much more control over non-web content, enabling them to personally update information whenever they need to and quickly and easily create and roll out new services to keep the Directgov portal fresh and engaging."

Stuart Waite, CEO at Tamblin, said: "i-ZoneTV<sup>®</sup> provides Directgov with a highly flexible tool that will make the creative and publishing process much more efficient. Scalable to any platform, Directgov's use of i-ZoneTV<sup>®</sup> opens up the possibility of scaling the service to better service new and emerging platforms such as mobile and IPTV."

- Ends -

## NOTES TO EDITORS

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### **About Tamblin**

London-based Tamblin is a software development company specialising in the interactive TV market place.

It's product, i-ZoneTV<sup>®</sup>, is a dynamic publishing, template management and churn tool that allows for content within pre-designed templates to be updated across multiple platforms. Created for producers, i-ZoneTV<sup>®</sup> bridges the gap between traditional TV and the complex technologies and processes surrounding today's interactive platforms.

Tamblin has been able to dramatically reduce the time required to produce new interactive TV services streamlining the process of publishing disparate content to multiple platforms with its range of i-ZoneTV<sup>®</sup> tools including i-ZoneTV<sup>®</sup> CORE, i-ZoneTV<sup>®</sup> GALLERY, i-ZoneTV<sup>®</sup> RESPONSE, and i-ZoneTV<sup>®</sup> FDK. i-ZoneTV is the world's most widely deployed interactive TV tool.

Clients include Sky, ITV, the BBC, Channel Five, Directov, Channel 4, Flextech and the Disney Channel UK. For more information, visit [www.tamblin.com](http://www.tamblin.com)

### **About Directgov**

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