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Photo Link: www.wallstcom.com/Softel/MediaSphereDTA.zip

Photo Caption: Softel MediaSphere DTA delivers advanced digital services from analog infrastructures

For Immediate Release

Softel Launches MediaSphere DTA for Cost-Effective Digital Services From Analog Infrastructures

New Transport Stream Generator Helps Operators Reclaim Bandwidth to Deliver Advanced and Economical Digital Services

PANGBOURNE, England — Nov. 3, 2011 — Softel today announced the launch of MediaSphere DTA, a transport stream generator capable of distributing data to digital transport adapters (DTA). MediaSphere DTA allows cable operators — using full or partial analog infrastructure — to deliver advanced digital services and additional channel packages in order to attract a larger audience and increase revenue.

Cable operators are under constant pressure to deliver an ever-growing list of digital services. Softel's MediaSphere DTA allows cable operators to maximize their bandwidth capacity of their current infrastructure for quick, economical delivery of digital services, such as service information (SI), electronic program guide (EPG) and video-on-demand (VOD). This increased bandwidth helps operators deliver additional channels and packages, which can generate additional revenue by offering viewers a broader range of options.

Softel's MediaSphere DTA is a versatile transport stream generator that can create many types of SCTE data and deliver it to a variety of consumer devices including set-top boxes, DTAs and CableCARDS.

More...

“MediaSphere DTA, coupled with consumer-premise DTA devices, enables cable operators to gain an edge against even the most competitive providers,” says Sam Pemberton, Softel Chief Executive Officer. “That allows our customers to deploy premium television services rapidly and economically to satisfy their subscribers without costly major infrastructure upgrades.”

More information on Softel products is available at www.softelgroup.com or www.softel-usa.com, via email at info@softelgroup.com or by telephone at +1 203 354 4602 in the United States or +44 118 984 2151 in the United Kingdom.

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About Softel

Softel is a global leader in key TV and video technologies including subtitling and captioning, interactive TV, MPEG stream processing and multiplexing, opt and ad insertion cuing, and Teletext, delivered through a full range of products, professional services and bespoke development. Based in Pangbourne, near Reading in Berkshire, England, Softel also owns Softel-USA LLC, which focuses entirely on the Americas from its metro New York location. The company also has an impressive network of partners worldwide. With almost three decades of broadcast experience, Softel has built a customer list that encompasses prestigious ‘blue chip’ broadcasters and major post-production facilities, as well as freelancers and smaller facilities.

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