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Softel Explores How The Evolving Interactive TV Ecosystem Will Impact the TV of the Future at TVOT NYC 2011

PANGBOURNE, England — Nov. 30, 2011 — Softel announced today that its CEO, Sam Pemberton, will deliver the opening address at the 2011 TV of Tomorrow (TVOT) Intensive conference on December 5th in New York. In addition, Pemberton and Ed Humphrey, Softel's president of the Americas, will contribute as panellists in two sessions.

Humphrey will be a panellist on the session entitled "The New Markets of the Multiplatform Interactive Video Ecosystem," which takes place at 11:05 and explores the ways in which the "TV everywhere" multiplatform future is breaking down barriers to give rise to new markets which take advantage of convergence. Looking at strategies for success in the multiplatform media world, it will also discuss the challenges involved in delivering interactive TV apps to multiple pay-TV platforms, including connected TVs.

Pemberton will be a panellist in the concluding session of the event, which starts at 17.20 and is entitled: "Working Together to Realize the TV of Tomorrow". This session combines key executives who will debate the rollout of interactivity, discuss where the momentum is, and how to accelerate deployments yet further. The panellists will also outline how the various stakeholders are working together to inspire creative developers to deliver iTV content that enriches the viewers' experience on the TV itself, as well as on a host of connected devices, such as Smartphones, iPads[®] and Connected TVs.

More...

Softel powers iTV across the world. Softel's versatile iTV platform, MediaSphere™, helps developers, creative agencies, operators and programmers create, test, demonstrate, verify and deploy innovative iTV applications. MediaSphere is widely deployed and trusted by many prestigious operators and programmers such as BBC, ESPN, MTV, Shaw Cable, Showtime, Starz, Technicolor, Time Warner Cable, Turner Broadcasting and more.

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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