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## **Softel's MediaSphere™ iTV Platform Streaming to More Than 50 Million Households Every Week**

**PANGBOURNE, England — Dec. 5, 2011** — Softel announced today that its widely deployed iTV playout platform, MediaSphere™, is now streaming applications to more than 50 million households every week. MediaSphere is a versatile iTV platform that helps developers, creative agencies, operators and programmers create, test and demonstrate interactive apps, then verify them in iTV infrastructures, as well as stream them to viewers' premises.

MediaSphere playout systems are deployed by many prestigious operators and programmers such as the BBC, Comcast Entertainment, ESPN, MTV, Shaw Cable, Showtime, Starz, Technicolor, Time Warner Cable, Turner Broadcasting and many [more](#).

MediaSphere lets developers create and validate their apps with a powerful headend simulation environment that drives real set-top boxes. MediaSphere also facilitates the demonstration of new applications and allows creative agencies to test their products in focus groups where participants can use real-life remote controllers.

MediaSphere provides the tools for verifying that applications correctly interact with the various elements of the interactive infrastructure before deployment. When verification is complete, operators and programmers can use MediaSphere to deploy apps, streaming interactivity over multiple platforms and across a complete variety of middlewares,

*More...*

simplifying workflow and increasing viewers' reach.

“Softel has been involved from the very beginning of interactive TV,” says Sam Pemberton, Softel Chief Executive Officer. “For the past 10 years, we have consistently developed MediaSphere to make it the most trusted multifunction iTV platform. We are proud to be streaming many of the most successful interactive apps across the world and are seeing multiplatform iTV gaining ever greater momentum.”

More information on Softel products is available at [www.softelgroup.com](http://www.softelgroup.com), via email at [info@softelgroup.com](mailto:info@softelgroup.com), or by telephone at +44 118 984 2151 in the United Kingdom or +1 203 354 4602 in the United States.

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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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