

## Announcement of event date

### **NIONEX and TeleClix present at IBC 2005**

**Guetersloh/Rheda-Wiedenbrueck/Potsdam, 30 August 2005 - The iTV (interactive TV) specialists NIONEX and TeleClix will present successful solutions for interactive television at the International Broadcasting Convention (IBC). The IBC 2005 will take place September 9-13 in Amsterdam and is the most important trade fair for broadcasting and media technology. NIONEX and partner TeleClix will be in hall 3 at stand 419.**

Interactive television has been in trend for a long time. It offers broadcasters new possibilities and opportunities to come directly in contact with their viewers. NIONEX offers the complete spectrum of iTV technologies, beginning with simple SMS voting through SMS2TV and MMS2TV technology, interactive games on a TV screen, up to integrated pay systems and interactive TV services on the basis of open API-standards such as MHP\* and OCAP\*\*.

Not only does NIONEX have products in these areas, but they also have the expertise and the team for the complete implementation of iTV projects, including operation of the services later on. On top of that, the system integrator NIONEX demonstrates the use of content management systems in the iTV environment.

TeleClix has opened up new possibilities in interactive TV with its newly developed LiveLink system and can therefore offer added value to TV broadcasters, TV producers and viewers alike. The LiveLink system is the world's first and only method to synchronously show moving people and objects together with informative background text on the screen, even while broadcasting live.

Furthermore, TeleClix will present its products LiveExpress and LiveCaster, which complement the LiveLink system and guarantee solutions which fulfill the customer's requirements all from one source. LiveExpress makes it possible to create MHP applications from imported formats such as SVG or SWF. The LiveCaster is responsible for synchronous data transmission in the Playout Center.

#### **About NIONEX**

NIONEX counts as one of Germany's fastest growing information systems providers. The company is a leading supplier of customised content management, cross media publishing, portal and media asset management, customer relationship management, online shop and interactive TV solutions.

As a technology subsidiary of DirectGroup Bertelsmann, NIONEX provides customers with comprehensive services ranging from design to technical realisation to the implementation of complete internet and iTV platforms. As the world's first DVB-HTML based MHP platform, pontegra is extremely well positioned in the international market. NIONEX counts among its customers Altana Chemie, Bertelsmann AG, CLAAS KGaA, Humboldt University in Berlin, MTV, RTL Television, RTL interactive GmbH, Telecontrol, Telenet, TRW Automotive, Verlag Walter deGruyter and wissen.de.

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#### **About TeleClix**

TeleClix GmbH is a young, innovative company located in the media town Potsdam-Babelsberg. A competent team develops customized solutions for interactive TV. TeleClix has attained an excellent standing in the market through its LiveLink system, an absolute novel unicum that has boosted TeleClix's significance far beyond Germany's borders.

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