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Broadcast Technologies

SABC Selects Insciber For New Digital News Broadcasting Studio Live news channel chooses Insciber Inca AutoCG to streamline graphics display

Amsterdam - September 11, 2004 — Insciber®, a leading global provider of broadcast solutions, announced today that the South African Broadcasting Corporation (SABC), the national public broadcaster, has selected Insciber's IncaCG and Inca AutoCG to launch its first digital channel after comparing industry systems available. Located in Auckland Park, Johannesburg, SABC currently broadcasts to seventy-four percent of the South African adult viewing population and is expanding its services by launching its first digital channel using Insciber graphics in November to provide South Africa a new live news broadcast. SABC joins a growing list of national broadcasters around the world including CBC, NOS, and SBS standardizing on Insciber's Inca-based character generator solutions for their graphics.

“SABC chose Insciber's Inca solutions after carefully reviewing comparable solutions because we concluded that it would deliver the best results for handling the demands of our live news broadcast,” stated <name, title, SABC>. “We can integrate Inca AutoCG with our newsroom automation system to streamline workflow while gaining the ability to insert any late breaking news items quickly without the added cost of a dedicated graphics operator. Streamlining workflow with Inca AutoCG and producing superior looking graphics with IncaCG made Insciber the right choice for SABC.”

Insciber Inca AutoCG is the most capable and flexible networked graphics solution available, providing rich HD or SD Insciber graphics and clips at the command of standard and MOS-enabled Newsroom Automation Systems, or Direct Control. In news and sports broadcasts, live events and other template-intensive programming applications, Inca AutoCG allows a cost-effective player platform to be integrated in the signal path for easy play-out of graphics, animations and clips. Insciber IncaCG integrates completely with Inca AutoCG, offering enhanced CG functionality with a rich multi-layer environment for stunning on-air broadcast graphics.

About Insciber

Insciber is a leading provider of broadcast, post-production and digital signage solutions. With a customer base of 150,000 installations in more than 110 countries, Insciber's character generators (Inca Studio), real-time 2D/3D broadcast graphics platform (Inca RTX), networked graphics/automation (Inca AutoCG) and digital signage solutions (InfoCaster) are the products of choice among communication experts worldwide. Insciber solutions are also integrated in products from Quantel, Canopus and Adobe. Insciber's extensive customer list includes ABC, NBC, CBC, CNN, BBC and Rogers Sportsnet among others. For more information, please visit www.insciber.com.

About SABC

SABC's television network comprises four channels: three free-to-air and one pay-TV. Combined, the free-to-air channels attract more than 18 million adult viewers each day - that translates to 74% of all viewing adults. Two of the free-to-air channels are dedicated specifically to public broadcasting, and one (SABC 3) is actually a public commercial broadcaster.