

**ART goes interactive with AutoScribe SMS2TV**  
SMS interactivity launched on ART channel IQRAA

**Amman, Jordan, April 2006** – Arab Radio Television has launched interactivity on its religious channel IQRAA using SoftArc’s AutoScribe SMS2TV Lite. ART was supplied with two SMS2TV Lite systems by SoftArc distributor SoftEdit, based in Dubai, UAE.

“AutoScribe SMS2TV brings us closer to our viewers, allowing viewers to participate in discussion and Q&A sessions 24x7,” says Hassan S. Merei, Director of Engineering at ART, Jordon Media City.

“Important to our Arabic customers is AutoScribe’s ability to handle multiple character sets in a single SMS message. AutoScribe accurately displays left-to-right languages such as English in the same message containing right-to-left languages such as Arabic. Transparent layering of this text on still or animated backgrounds is another important feature,” says Sonja Breet, SoftArc Technologies Director.

**About ART**

The Arab Radio and Television (ART) Network is the leading producer of premium Arabic family programming and entertainment worldwide. ART has remained focused on providing the Arab community with a diverse and exciting spectrum of family entertainment while maintaining a commitment to providing quality viewing services and preserving the integral traditional values of Arab culture.

International Network Distribution (IND) licenses the majority of premium pay television services to major platform operators and cable service providers on a global level. The ART/IND reach currently spans North America, South America, South Africa, and Australasia providing both cable and DTH services. ART attracts an estimated 9.4 million viewers globally.

**About SoftArc Technologies**

SoftArc Technologies is an independent software vendor and solution provider to the broadcasting and media industries creating solutions for • TV • mobile • internet • radio • digital signage. SoftArc develops automated and cross-media solutions that enable broadcasters to deliver compelling content to their audience. Products include video graphics software, display and presentation software and streaming solutions.

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