

Now anyone can be on TV

SoftArc and M-Net pioneer systems for user generated content

Johannesburg, February 2004 – With the help of SoftArc's AutoScribe, B on M-Net, an interactive show, allows the public a chance to showcase their talent on TV. Video clips of the public's performance were recorded at mobile studios located at shopping malls across the country. Using AutoScribe, these clips are broadcast on TV with a selected skin, displaying additional information about the person.

"A selection of performance categories is available to viewers to show their talent on TV. Together with technology from Earth TV Networks and SoftArc's AutoScribe, we're able to offer a completely new type of show to our viewers. With B on M-Net we have embraced cross media, allowing our newly emerged celebrities to post their profile to the show's website for display when their clip is aired. Additionally, open discussion via mobile based SMS messaging encourages further audience participation," says Glenn van Logerenberg, Executive Producer at M-Net.

"A great level of automation was required for this system – displaying the mall logo, switching between different skins or templates as a viewer clip, music clip or advertisement played. AutoScribe was able to execute this level of automation with seamless efficiency," says Sonja Breet, SoftArc Technologies Director.

About M-Net (The Electronic Media Network)

The Electronic Media Network Limited was founded in 1985 as South Africa's first private subscription television service. The network has pioneered several firsts in the TV business in South Africa including dedicated movie and sports channels.

Today, M-Net boasts an array of general entertainment and niche channels and broadcasts to over 1.3 million subscribers in 50 countries across Africa.

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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