

Big Brother SA, Big Brother Africa, now Big Brother Nigeria

M-Net once again use SoftArc's ever popular SMS2TV system on Big Brother Nigeria

Lagos, March 2006 – Following its great success on Big Brother Africa, SoftArc's AutoScribe has once again been deployed – this time in Nigeria for M-Net's local edition of Big Brother.

“SoftArc's AutoScribe enables the audience to interact with the show, an important component on reality TV. The system is reliable and easy to deploy, able to operate across two countries miles apart,” says Chris Trehearn, Project Manager at M-Net New Media.

“With Big Brother Africa, SMS messages were received from multiple countries across Africa and successfully broadcast for over 100 days. Big Brother Nigeria has also had 100% uptime, showing that our SMS2TV product is a mature and proven system offering customers robust, 24x7 automation,” 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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