

AutoScribe brings Fame to the Academy

Putting words in their mouth

Johannesburg, June 2004 – Following on the success of the automatic display of thousands of SMS messages to TV for the Big Brother South Africa reality show, SoftArc and M-Net have broken new ground on Fame Academy (aka Star Academy).

“Adding to the fun and interactivity of the show, SMS messages appear as speech bubbles coming out of the mouth of the contestant’s photograph - bringing the contestants closer to the viewers. Embracing cross-media, an additional crawl for the automated display of website forum messages was also introduced,” explains Glenn van Loggerenberg, Executive Producer at M-Net.

“A unique set of automation rules was required for this system – for instance, determining whether to display a speech bubble and synchronising this with the correct contestant’s photograph. AutoScribe was able to execute this level of automation seamlessly and accurately,” 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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