

Idols chat with fans on TV

M-Net extend interactive system onto Idols extra show

Johannesburg, July 2005 – Idols extra on M-Net allows fans the opportunity to personally interact with their Idols using SoftArc's AutoScribe iActive™ system, as the search for the country's Idol continues.

"Each week thousands of viewers watch to see their Idol remain in the contest. If the Idol is unfortunately eliminated that week, fans get to bid them a farewell, pose questions for a glimpse of their Idol life and offer them words of support," comments Jason Probert, Head of New Media at M-Net.

"With the help of AutoScribe, the show has created a sense of involvement for the fans out there. They get to see their Idol live - reading their messages and responding to viewers and fans. Additionally, fans who have posted their profile on the special Idols web-site get cross-media benefit by seeing their profiles also on TV," adds Jason.

"Our customers are able to use the same user-friendly software on multiple shows – complete with individual branding. Switching from one show to another is as simple as loading a template as M-Net have done with several shows including GO, GO Lounge, Jip Chat, The 411 and now Idols. Customers appreciate the value they get out of their investment," 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.

Contact Information:

SoftArc Technologies

+27 (0)11 442-1950

info@softarc.tv

www.softarc.tv