

O-Boma is where Africa meets

M-Net extend interactive system onto Channel O show O-Boma

Johannesburg, May 2006 – Cross-African chat and lifestyle shows, The 411 and O-Boma, have embraced interactivity with their audience using SoftArc's AutoScribe iActive™ system.

"Fans can now meet weekdays on Channel O and weekends on The 411 to view celebrity guests, hear the latest music and chat with one another via SMS. With the help of AutoScribe, the shows have created a great discussion forum across the continent," comments Glenn van Loggerenberg, Executive Producer at M-Net.

"Our customers are able to create an exciting look with a combination of layered animations, chat rolls featuring automated pause/continue motion, emoticons and configurable colours and fonts for nickname and message. These features allow our customers to explore their own creativity," 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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