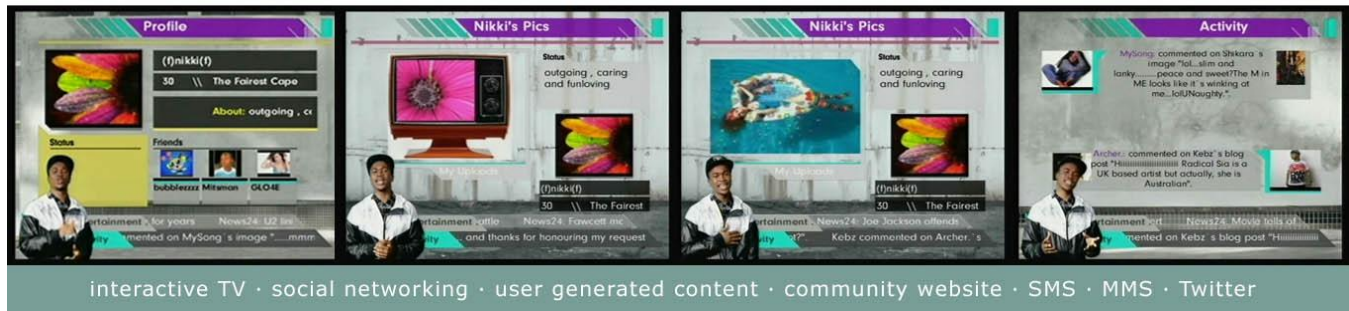


AutoScribe

iActive



Vuzu TV launches with a focus on Social Networking

AutoScribe iActive™ powers the broadcast of converging media

Johannesburg, 1 July 2009 – Today M-Net launched its new 24x7 youth channel with a strong focus on social networking and user generated content. The ever-popular GO chat show, with over 1000 shows under its belt, also takes a new form on Vuzu as Touch TV.

“For the first time on TV we are seeing user content from diverse sources - the Vuzu community website, viewer SMS, MMS and Twitter - converge on the screen,” says Yolisa Phahle, M-Net Director of Special Interest Channels.

“User content is aired during continuity breaks, including the latest social network activity, user profiles and conversation threads of interest. AutoScribe provides a robust platform for displaying such rich content,” adds Jason Probert, DStv Online Head of General Entertainment.

“With the Activity template for example, we get to see who’s commented on whose picture, who’s uploaded a video or perhaps even an album. This is rolled across the screen as a speech bubble emanating from the user’s profile picture and including in the message the actual content being commented on. A user’s profile gets all the limelight with the Profile template displaying in full-screen their profile picture, ‘about me’ details, status and picture’s of the profile’s friends. Video clips submitted by user’s are also featured,” explains Glenn van Loggerenberg, Executive Producer, Don’t Look Down Productions.

“We are proud to be working together with M-Net as worldwide leaders in TV interactivity. AutoScribe iActive™ has helped user content evolve from the first SMS2TV straps used on Big Brother, to the richer chat shows seen on GO, OBoma, Idols Extra, Survivor Extra et al, to the new social networking nature of user content. Our new release of AutoScribe delivers even greater flexibility and freedom to our customers with Layout, Content and Payout now available as separate applications,” explains Sonja Breet, Managing Director, SoftArc Technologies.

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 TV • audio & video streaming • digital signage. SoftArc develops automated and cross-media solutions that enable broadcasters to deliver compelling interactive content to their audience. Products include video graphics software (AutoScribe), display and presentation software (AutoShow) and streaming solutions (AutoStream).

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