

Racing International Automates Racing Data Using New Inscriber Inca RTX™
SoftArc Technologies integrates Inca RTX in custom solution that broadcasts global racing results

Waterloo, ON – January 27, 2005 - Inscriber®, a leading global provider of broadcast solutions, announced today that Racing International has purchased an Inca RTX powered solution to automate and display racing data for broadcast worldwide.

"We receive and broadcast horse racing results around the world every day," notes Mike Rishworth, CEO of TellyTrack, subsidiary of Phumelela-Gold Enterprises, holders of Racing International broadcast rights. "We required a unique solution to automate the handling of data from different sources and present the results in real time to our audience with the flexibility to display different views of the data. These views include video, complex tables displaying continually updated bookmakers' odds and sets of slides in full screen, two-zone or complete three-zone display. The flexibility of Inca RTX, in a custom solution from SoftArc, satisfied our demanding needs. The graphics are fantastic and the automation capabilities not only save us significant time but are essential for the flow of real time data."

Inca RTX is the most flexible and capable real-time 2D/3D graphics, video and clips platform available. Inca RTX is a developer's tool for creating custom broadcast applications, such as up-to-the minute data in sports, weather and elections; dynamic graphics and effects within interactive programs, game shows and shopping channels; multiple layers of graphics, video, and animations in news and information channels.

About Inscriber

Inscriber is a leading provider of broadcast, post-production and digital signage solutions. With a customer base of 150,000 installations in more than 110 countries, Inscriber's character generators (Inca Studio), real-time 2D/3D broadcast graphics platform (Inca RTX), networked graphics/automation (Inca AutoCG) and digital signage solutions (InfoCaster) are the products of choice among communication experts worldwide. Inscriber solutions are also integrated in products from Quantel, Canopus and Adobe. Inscriber's extensive customer list includes ABC, NBC, CBC, CNN, BBC and Rogers Sportsnet among others. For more information, please visit www.inscriber.com.

About TellyTrack and Racing International

TellyTrack's broadcast centre is located in Rivonia, South Africa. Receiving various racing feeds from around the world, TellyTrack's finished product, is in turn, broadcast to the rest of the world via satellites EuroStar1, TelStar 12 and Pas 10. With this footprint, the encrypted package reaches a growing list of licensed bookmakers in the Caribbean, Sri Lanka, Germany and licensed tote operators in USA, UK, Russia, Armenia, France, Kenya, Ghana and Italy, as well as other broadcasters. Phumelela-Gold Enterprises, parent company to TellyTrack, hold exclusive worldwide rights, outside the UK and Ireland, to televise Racing UK horse races.

About SoftArc Technologies

SoftArc is a software vendor and solution provider to the broadcasting industry. SoftArc develops several automated and cross-media solutions that enable broadcasters to deliver compelling content to their audience. Their suite of products includes character generation software, display and presentation software and streaming solutions. SoftArc integrates Inca RTX in their innovative solution AutoScribe to offer broadcasters new automation and display capabilities.

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