



## **CABSAT Show Announcement**

### **THE ART NETWORK CHOOSES DALETPLUS NEWS SUITE FOR ITS SPORTS CHANNELS**

*The Arab Radio and Television network deploys  
an integrated digital newsroom system for its new sports channel newsroom.*

**Dubai, United Arab Emirates – March 7, 2006** – Dalet, a French independent software vendor and leading provider of media management tools, today announced that the Arab Radio and Television (ART) network, the leading producer of premium Arabic family programming and entertainment worldwide, chose DaletPlus News Suite for its new sports channel newsroom.

This DaletPlus News Suite digital newsroom with integrated media asset management will be deployed in Jordan Media City in Amman, Jordan, with the cooperation of the Dalet local business partner, Mediators General Trading. Using DaletPlus News Suite, ART journalists will browse SNTV agency wire feeds, build rundowns, assign stories, write scripts with embedded Vizrt® computer generated graphics (CGs), and drive gallery devices during newscasts.

*"We look forward to putting the DaletPlus News Suite digital newsroom to work", explains Mr. Hassan Meiri, Director of Engineering at ART Jordan Media City. "Optimizing the use of on-air graphics in our newscasts is essential for our sports coverage and DaletPlus News Suite will truly empower our journalists to do so."*

*"The new ART Network sports newsroom is going to be a leading-edge newsroom in the Middle East," comments Mr. Mohammed Abu Zannad, Sales and Marketing Manager of Mediators General Trading. "With the wide range of digital technology available, broadcasters really pick-and-choose the best products available to build the ideal production and broadcast environment; and there is no doubt that DaletPlus News Suite is the leading newsroom today."*

*"DaletPlus News Suite will help the ART Network staff leverage all the resources at their disposal," explains Mr. Nicolas Hans, Product Strategy Director of Dalet. "Right from their desktops, journalists and producers will have the ability to use and control all the MOS-compliant devices and applications available in the newsroom and the gallery: it's truly an integrated production environment."*

### **About the ART Network**

The Arab Radio and Television (ART) Network is the leading producer of premium Arabic family programming and entertainment worldwide. ART has a key role to source, produce, and



collate, complete entertainment solutions for the AMC groups – Arab Media Corporation is perhaps the largest single Arab media holding company globally.

Founded in 1993, ART produces over 6000 live and recorded shows every year including family oriented dramas, series, plays, sports programs, music videos, and documentaries. The network has the largest Arabic movie library in the Middle East and (as part of the AMC conglomerate) and has been associated with leading film production houses in the Arab world for well over 30 years. ART has remained focused on providing the Arab world with a diverse and exciting spectrum of family entertainment while maintaining a commitment to providing quality viewing services and preserving the integral traditional values of Arab culture.

#### **About Mediators General Trading Corporation**

With offices in Amman, Jordan, Doha , Qatar and Dubai, UAE, Mediators has been servicing the broadcast and post-production community in Jordan since its inception in 1958.

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#### **About Dalet Digital Media Systems**

Founded in 1990, Dalet is a leading developer of software solutions that facilitate the management of audio and video assets for broadcast, entertainment, government, education, corporations and non-profit organizations. Developed for standard IT hardware, Dalet software solutions enable people to capture, manage and store digital media. The all-digital solutions greatly enhance productivity through immediate access to and management of valuable media assets. Traded on the Eurolist C compartment -Euronext Paris Stock Market (ISIN FR0000076176, Reuters DALE.PA), Dalet has offices throughout Europe, the United States and Asia Pacific.

Operating worldwide, Dalet solutions are used in 50 countries by over 1,700 customers including ABC, ARD Tagesschau, BBC, Bayerischer Rundfunk, BFM TV, Cadena Ser, Canadian Broadcasting Corp, Catalunya Radio, Deutsche Welle, EMAP, Emmis, Entercom, Fashion Show Media Network, ITN, Journal, MBC, Mediaset, MediaCorp Singapore, National Public Radio (NPR), NDR, Polskie Radio, Prime TV, Radio France, Radio France International, Radio Suisse Romande, Rhein-Neckar Fernsehen, Six News Now, The Scottish Parliament, SKY Television, South Africa Broadcast Corp., SWR, Universidad Autónoma de Barcelona, Voice of America, Washington and Lee University, WDR, Weather Channel, and XM Satellite Radio.

For more information on Dalet, visit [www.dalet.com](http://www.dalet.com) or contact:

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