



## **CABSAT Show Announcement**

### **ALSUMARIA TV INSTALLS DALETPLUS INTERWEB TO FACILITATE REMOTE NEWSROOM ACCESS FOR FIELD REPORTERS**

*The Iraqi Satellite Network Television expands its DaletPlus News Suite newsroom to increase the prowess of its successful news operation.*

**Dubai, United Arab Emirates – March 7, 2006** – Dalet, a French independent software vendor and leading provider of media management tools, today announced that Alsumaria TV, the leading Iraqi Satellite Network television, expanded its DaletPlus News Suite newsroom installation and deployed DaletPlus InterWeb so as to facilitate remote access for its reporters in the field. Overseeing the DaletPlus News Suite environment expansion is Dalet local business partner, Broadcast & Communication Systems s.a.l. (BCS).

Thanks to DaletPlus InterWeb, reporters throughout Iraq now have the ability to directly log into the DaletPlus News Suite newsroom computer system so as to browse incoming stories and contribute directly from the field.

*"We are impressed with the flexibility of our DaletPlus News Suite system,"* comments Mr. Saleh Al-Sahn, News Editor at Alsumaria Television in Baghdad. *"Adding editing seats and providing remote access to reporters in the field is almost as easy as connecting an additional workstation to a standard computer network!"*

*"Alsumaria TV is really reaping the benefits of a digital newsroom based on open standards,"* says Mr. Nicolas C. Hans, Product Strategy Director of Dalet. *"With this new extension that runs on a secure private network, their newsroom can really open up: their reporters in the field can contribute using any web browser, from a cyber-café or using a B-GAN IP satellite uplink; it dramatically simplifies local news coverage".*

At Alsumaria TV, journalists use DaletPlus News Suite to browse agency feeds straight from their desktops. They can make shot selections on the fly using Dalet MediaLogger and share these with editors that put together simple packages using Dalet MediaCutter. Adobe® Premiere Pro® workstations are also used for advanced editing. All media is stored centrally in native DV 25 and accessed across a Gigabit Ethernet network. In addition to production and play-out, DaletPlus News Suite is used by journalists and producers to browse incoming wire feeds, write scripts and build rundowns.

### **About Alsumaria Television**

Alsumaria TV, the leading Iraqi Satellite Network TV has been on air since September 27, 2004. Alsumaria TV reflects the new Iraq. Its "Logo" carries part of Iraq's history, people, and



culture. Today Iraq is reviving and reliving. The Iraqi people see the new world through TV that reflects their life and gives them hope. Alsumaria TV is there for their enjoyment, their voice, and their mirror reflecting the Iraqi image to the world.

### **About Broadcast & Communication Systems sal (BCS)**

Founded in 1990, BCS is the leading Broadcast equipment supplier in Lebanon. With the extended efforts of its professional team specialized in presales, sales, and after-sales services, BCS has been successful in maintaining a leading position in the market in terms of consultancy, system integration and supply of Broadcast equipment and services. BCS had previously signed a contract with Alsumaria TV for the system integration of their Lebanese infrastructure based on a newsroom system, a playout system, a news studio and a production studio with their control rooms. For more information on BCS, please visit [www.bcshal.com](http://www.bcshal.com)

### **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**

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

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