

**For Immediate Release**

**THE HELLENIC BROADCASTING CORPORATION CHOOSES  
DALETPLUS MEDIA LIBRARY TO DIGITIZE ITS NATIONAL ARCHIVES**

*The ERT will ensure the digital transfer and media management  
of over 70% of existing Greek audiovisual archives*

**Paris, France – May 19, 2006** – Dalet Digital Media Systems, a leading provider of media management tools for more than a decade, today announced that the Hellenic Broadcasting Corporation (ERT S.A.), the national broadcaster of Greece, has chosen DaletPlus Media Library to digitalize and streamline its entire media archive system. This DaletPlus system is to be deployed by Pierides TechnoSystems Ltd. (PTS), the Dalet business partner in Greece.

The ERT, which operates four television channels and twenty-eight radio stations, was faced with the challenge of managing tape-based archives: decaying media, obsolescence of technical infrastructure required to play legacy material, and rarity of skill sets needed to operate past equipments.

*"The ERT has the richest audiovisual archive in Greece. With decades' worth of tape material decaying, the proper digital transfer and management of our legacy archives had become a priority,"* comments, Mr Kostantinos Papagianopoulos, IT director of ERT. *"The implementation of DaletPlus Media Library not only provides us with a digital plant for transferring our archives, it also offers the platform needed to distribute and share our cultural reserve across our organization and beyond."*

*"Dalet is extremely honored to have the chance of participating to the rescue and promotion of Greek audiovisual content,"* explains David Lasry, president and CEO of Dalet Digital Media Systems. *"Digitizing and distributing audio-visual archives in an organization as large as the ERT truly required an enterprise media platform such as DaletPlus Media Library that can integrate the whole digital transfer and distribution workflow."*

DaletPlus Media Library is to be used by the ERT Digital Documentation Centre (DDC) to ensure the digital transfer, annotation, metadata tagging, management and distribution of Greek audiovisual content. DaletPlus software runs on industry standard IT infrastructure and integrates a variety of broadcast equipments including an Omneon video server and an ADIC tape library so as to provide ERT users with an on-line digital media library.

Through a standard web browser, ERT staff can browse archived material, make shot selections and perform basic edits. High resolution material corresponding to the shot list is automatically



extracted from the tape library system and sent for play-out or pushed to a third party non-linear editing (NLE) system for further editing and DVD production. Dalet asset management technology tracks metadata throughout the whole content life cycle and allows for customized metadata entries, enabling ERT to index assets according to their needs and workflow.

### **About Dalet software solutions**

Because Dalet broadcast solutions are based on DaletPlus, an Enterprise Media Platform (EMP), they facilitate collaborative tapeless workflows and drastically enhance productivity by providing immediate access to valuable media assets. Further, the DaletPlus open architecture enables integration with third party platforms such as Apple, Omneon, Quantel, Thomson and maximizes flexibility for implementing tapeless workflows.

### **About PTS Ltd**

Pierides TechnoSystems Ltd (PTS) is one of the leading broadcast equipment companies in Greece. Founded in 1996 by Panos Pierides, it is based in Halandri, Northern Athens. With a staff of a dozen engineers, PTS has the skill-set to ensure technical support and system integration for broadcasters as well as production and post-production companies.

### **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 and DaletPlus products, please visit the web site at

[www.dalet.com](http://www.dalet.com)

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