



IBC Show Announcement

WELSH LANGUAGE BROADCASTER GOES WITH DALETPLUS MEDIA LIBRARY FOR COMPREHENSIVE MEDIA ASSET MANAGEMENT

Dalet solution integrates Omneon Video Servers and Apple Final Cut Pro editors to create optimum media workflow

Amsterdam, The Netherlands – September 11, 2005 - Dalet Digital Media Systems, a leading provider of media management tools for more than a decade, today announced that S4C, public broadcaster for Wales, has chosen DaletPlus Media Library to manage media and programs for their broadcast operations. S4C has been airing a wide range of programs in both Welsh and English since 1982. The implementation of Dalet's Media Library solution enables the broadcast operations team to more effectively organize programs and create promos.

"Dalet enables us at S4C to manage our broadcast operation from the top down. We can easily catalog programs, create promos and work with our broadcast scheduling and automation systems – using one tool. The straightforward workflow facilitates all aspects of S4C programming, making our entire operation much more efficient," comments Andy Palmer, Head of Technical Operations, S4C.

"The beauty and simplicity of Dalet's technology enables broadcasters to standardize media production and management without having to implement proprietary solutions," comments Anne Marie Swift, general manager, Dalet UK. *"The open architecture allows organizations such as S4C to select newsroom components that meet their needs and budgets."*

DaletPlus Media Library enables the S4C to ingest media and programs to workstations via Blackmagic Decklink cards or directly to the Omneon video server. As programs are dubbed, they are indexed in the DaletPlus Media Library asset manager and automatically stored on standard IT storage, a Ciprico NAS server, or the Omneon playout server. The DaletPlus conversion server automatically generates a Windows Media 256 Kbps proxy for quick and easy viewing.

S4C has a total of 15 DaletPlus Media Cutter editing workstations that allow the team to browse the Media Library catalogue, make shot selections, and export to Final Cut Pro for promo production. Once finalized, promos are checked back into the DaletPlus Media Library catalogue. Program schedules are also imported into the DaletPlus Media Library.

For more information about Dalet, please visit their web site at www.dalet.com or see them at IBC on stand 9.520.



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 EURONEXT Stock Market (DALE.LN), Dalet has offices throughout the United States, Europe and Asia Pacific.

Operating worldwide, Dalet solutions are used in 50 countries by over 1,700 customers including ABC, ARD Tagesschau, BBC, Bayerischer Rundfunk, 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, Radio Television Malaysia (RTM), 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 or contact:

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