



For Immediate Release

ALSUMARIA TV GOES TO AIR WITH DALET NEWS SUITE

*The Iraqi Satellite Network Television implements
a Dalet digital newsroom solution to drive its broadcast operations*

Beirut, Lebanon – December 13, 2005 – Dalet, a French independent software vendor and leading provider of media management tools for more than a decade, today announced that Alsumaria TV, the leading Iraqi Satellite Network television, has implemented Dalet News Suite with the cooperation of Dalet local business partner, Broadcast & Communication Systems sal (BCS). This Dalet end-to-end digital newsroom enables Alsumaria TV staff to plan, produce and playout daily newscasts from a single user interface. Thanks to its open architecture, it integrates leading video and storage technology from Omneon®, Adobe® and NetApp®.

"Dalet News Suite gives us total control on scripts, rundown and pictures – all that from a single screen," explains Mrs. May Kahaleh, Editor-in-Chief of Alsumaria TV News. "We can closely monitor all the various elements that make up the newscast. And with the advanced timing control, we get a lot more control on the total duration of our shows. It just makes our lives easier."

"Alsumaria TV is one of the first broadcasters in the Middle-East to take advantage of an open digital newsroom system like Dalet News Suite," comments Mr. Nicolas C. Hans, Product Strategy Director of Dalet. "Dalet News Suite solution accelerates the whole news production workflow and empowers Alsumaria TV staff to create better content, packages and programs; leading the Middle-East in state-of-the-art news production".

At Alsumaria TV, journalists use Dalet News Suite to browse video feeds from Reuters and APTN straight from their desktops. They can make shot selections on the fly using Dalet Media Logger and put together simple packages using Dalet Media Cutter. Selected shots can also be sent to third-party non-linear editors (NLE) such as Adobe® Premiere Pro® for advanced editing. All media is stored centrally in native DV 25 resolution on a NetApp® Network Attached System (NAS) appliance and accessed across a Gigabit Ethernet network. Packages from the field can be directly ingested to the production NAS using Dalet Ingest for Firewire. As material is scheduled for newscasts, it is seamlessly migrated from the NAS to the Omneon Spectrum media server play-out server by Dalet. In addition to production and play-out, Dalet 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, & 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.bcssl.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 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, 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 or contact:

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