

PRESS RELEASE - April 2007

## **BTS launches a Japanese traffic system**

**Cardiff, Wales:** In a bold move to meet the demands of Japanese market, Broadcast Traffic Systems (BTS) have launched a Japanese version of its successful television software application.

This move follows the company's successful launch of the Chinese version of its software, now installed at Dim Sum Television in Guangzhou, China. BTS have used a mix of technology and innovative software design to enable its core systems to be converted to operate in different language sets.

BTS is the first company outside Asia to offer a traffic system in the Japanese language and this underlines BTS' commitment to the region. It also demonstrates the versatility of the BTS software since the techniques used can be applied to many different situations as well as to different languages.

Craig Buckland, BTS' Technical Director said "Our software has been designed to allow changes to be made to its business logic and GUI without compromising the integrity of the core application. As a consequence we can offer solutions to broadcasters in different geographical regions who has varied business and language requirements."

### **Additional Information:**

Broadcast Traffic systems Ltd. (BTS) supply software solutions to the broadcast industry and specialise in the development and provision of traffic applications. We have offices in the United Kingdom and in California, USA and clients throughout Europe, Asia, the Middle East, Australasia and the Pacific Islands.

We develop applications using Web Services technology and we are able to provide software delivery and support using standard browser interfaces.

Our objective is to offer scalable solutions suitable for single and multi-channel broadcasters. Through the use of standard hardware and software and by avoiding the complexity of many applications available in the market we can offer solutions at a fraction of the price of these more complex solutions.

Our applications are designed to provide a quality solution at a cost effective price. We have used our extensive experience in broadcasting to produce solutions that cover all key areas including programme asset management, traffic and advertising sales.

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Our system is fully scalable enabling us to offer solutions tailored to single channel stations or multi channel broadcasters. Our applications are supported on a range of hardware from Windows Server platforms using a SQL database to Linux and Unix platforms with Oracle databases. Our design methodology allows us to offer the same software on all platforms, there is no need for cut down versions for different hardware platforms.

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