



Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE

BTS Re-launch Website

Wales, UK, January, 2005

Broadcast Traffic Systems has relaunched its website, this is the first in a series of strategic initiatives planned for 2005. The new URL www.bts.tv puts a wealth of information and news at your fingertips. The focal points are detailed information about our services, products, the company itself and an area for news.

The existing website has been very successful over the last two years, however the market has changed dramatically during this period and the new site aims to help meet these new challenges. An increasing number of enquiries have been received during the lifetime of the previous website, and many more users have received on-line real time demonstrations of our products from the comfort of their own offices.

Commercial Director David Hughes commented: "The nature of our enquiries and the kind of requests for information we have been receiving has changed quite dramatically over the past few years. It seems that people want to experience our products 'hands-on' before committing themselves in any way.

We have used many tools to provide customers with a positive buying environment, and the redevelopment of the website is the next important element of this mix. We've taken the tactical decision to move the BTS website away from being a general information presence to being an important and integral part of the Sales and Marketing strategy and a central tool for the sales process".

The new website is a much more clean and crisp design, the Products area holds information relating all of our current products BTS Broadcast, BTS Express and BTS Hosted. The Company area provides information about the trend of business, the history of the company, management, research and quality assurance. The News area features archives of press releases, annual reports, photos and graphics. As a new feature, you can not only read press extracts online but also download PDF documents. The Contact area lists all the contact details of our offices worldwide.



An enquiry form allows visitors to contact BTS directly and order further information brochures and even request on-line demonstrations of our products.

In the process of readjustment, the entire email address system has also been standardised.



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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, South East Asia, the Middle East and the Pacific Islands.

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

Our objective is to offer scaleable 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.

Our system is fully scaleable 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 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.

UK Office

Tel: +44 (0)1656 648181
Email: info@bts.tv

USA Office

Tel: +1 805 856 9103
Email: info@bts.tv

Solution Queries

Tel: +44 (0)1656 648181
Email: solutions@bts.tv

Support

Tel: +44 (0)1656 648181
Email: support@bts.tv