



Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE

Kuwait's Al-Rai Television Selects Broadcast Traffic Systems

New traffic system provides more features and enhanced workflow performance at Middle East Installation

CabSat, Dubai, UAE, 8 March 2005 – Broadcast Traffic Systems (stand G7-39), a leading supplier of traffic software solutions to the broadcast industry has today announced the installation of its latest Enterprise product at Al-Rai Television, Kuwait's first privately owned commercial broadcaster. This project, which first went to air in October 2004 was managed by consulting firm Accenture and delivered by prime systems integrator and contractor Sony.

Al-Rai TV is a 24-hour Arabic language channel providing news and current affairs as well as entertainment programmes to the Middle East region. The television station has one free to air channel broadcasting via Nilesat and Arabsat. It is a fully digital installation from content ingest to production, scheduling and transmission. Its newsrooms are equipped with the latest digital technology from Associated Press's ENPS interfaced to the Omnibus on-air automation system.

The new BTS installation at Al-Rai Television offers all the features needed to provide an integrated traffic and automation environment, managing the entire traffic scheduling and advertising sales operation. The system operates on Windows 2003 servers on a fully fault tolerant hardware platform. The BTS application is tightly interfaced with the Omnibus on-air automation system ensuring that all new ingest data is constantly updated on the automation database thus highlighting any upcoming problems for scheduled material. BTS uses the product's Internet capabilities to provide software delivery and support. With its multi-lingual capabilities delivery through a standard browser interface, the BTS application can also handle both Arabic and English characters.

"We evaluated a number of traffic systems on the market before selecting BTS for the job. They were amongst a very few systems that offered, in addition to traffic management, a complete suite of integrated modules covering various aspects of the broadcasting business from advertising sales, programme asset management, scheduling and traffic management to media management. In addition they offered vital integration with the Omnibus automation system and the legacy system which was key to this project," said Hasan R. Sayed Hasan, technical and operations director, Al-Rai TV.

"As a newly formed television station we wanted to achieve an internal workflow that would fit comfortably with our business model. BTS was able to achieve this by listening to our requirements, understanding our business and tailoring their product to meet our needs," continued Hasan.

"We are delighted that Al-Rai Television chose BTS at their facility in Kuwait as it proves once again that we deliver proven, reliable, integrated solutions that meet the needs of broadcasters worldwide," said Dave Hughes, commercial director, Broadcast Traffic Systems. "Our keen

approach to partnering with our clients has ensured the integrity of this project while providing peace of mind to Al-Rai Television," Hughes concluded.

The newly launched BTS Enterprise product is a scalable, integrated application that can be configured for both single and multi-channel broadcast installations. The application is modular and allows modules to be selected as required. The system can be configured to operate in a range of different hardware, software and database environments. The BTS software interfaces with all the leading automation systems to achieve a fully integrated broadcast environment.

About Broadcast Traffic Systems

BTS is a leading supplier of software solutions to the broadcast industry and specialise in the development and provision of traffic applications. The company 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 the company can offer solutions at a cost effective price. BTS develops applications using Internet based browser technology and is able to provide remote software delivery and support. The system is easy to use and can be operated in any language.

The application is supported on a range of hardware from Windows Server platforms using an MS SQL database to UNIX platforms with Oracle databases. The company's design methodology allows it to offer the same software on all platforms without the need for cut-down versions for different hardware platforms.

Website: www.bts.tv

For Further Information

About the activities of Broadcast Traffic Systems or to obtain literature, photography or arrange an interview, please contact Meriam Khan of MKM Marketing Communications Ltd on one of the following:

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