



Broadcast Traffic Systems

Broadcast Traffic Management Software

Easy to use / Available in any language / Fully Scalable

PRESS RELEASE - July 2006



BTS to Showcase Software at IBC—2006

New Software and Products to be launched at IBC



Amsterdam, July 2006 – Broadcast Traffic Systems (BTS) has announced that it will be attending The International Broadcasting Convention (IBC) in Amsterdam in September 2006. The company will be in Hall 3 on stand 312.

The IBC exhibition is internationally renowned for being run by the industry for the industry and offers unparalleled expertise and opportunities in the fields of content creation, management and delivery. It is attended by over 40,000 attendees from more than 120 different countries

“Our attendance at IBC underlines our continued commitment to the broadcast industry, we will be showcasing products that will be of interest to our existing customers as well as broadcasters looking for replacement solutions” said Gareth Hughes, BTS’ Director of Projects “.

BTS’ Technical Director, Craig Buckland said “at IBC we will be launching new products and a range of exciting new features and new products, we are demonstrating a modern proven solution that is years ahead of the products of some of our competitors.”

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.

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.

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 Unix platforms with Oracle databases.

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