

PRESS RELEASE - April 2007

BTS Launches a Japanese Traffic System

Cardiff, Wales April 2007. In a bold move to meet the demands of Japanese market, Broadcast Traffic Systems (BTS) have launched a Japanese version of its successful broadcast traffic management 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."

Broadcast Traffic systems Ltd. (BTS) supplies 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.

Applications are developed using Web Services technology and we are able to provide software delivery and support using standard browser interfaces. The BTS 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.

Software is 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 systems are fully scaleable enabling us to offer solutions tailored to single channel operators or multi channel broadcasters. Our applications are supported on a range of hardware including Windows Server, Unix and Linux platforms along with all leading databases such as Microsoft SQL Server and Oracle. 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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