

PRESS RELEASE - May 2007

**BTS to attend Broadcast Asia****Broadcast Asia 2007**

The 12th International Digital Multimedia &amp; Entertainment Technology Exhibition &amp; Conference

**Singapore, May 2007** -Broadcast Traffic Systems (BTS) has announced that it will be attending Broadcast Asia 2007 to be held 19 – 22 June 2007 at the Singapore Expo (Halls 7 - 9). BTS will attend the show in partnership with **MAGNA Systems and Engineering**, its partner in the region.

Broadcast Asia is Asia's most successful broadcasting and digital multimedia technology event and showcases the latest digital multimedia technology, professional equipment and services from over 800 exhibiting companies from all over the world.

"Our attendance at Broadcast Asia underlines our continued commitment to the broadcast industry in the region" said Dave Hughes, BTS' Commercial Director "we have versions of our software working in Japanese and Chinese, something that no other supplier has achieved" Hughes added.

**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.

**Contact BTS**

Tel: +44 (0)1656 648181

Email: [uk\\_sales@bts.tv](mailto:uk_sales@bts.tv)**Contact Magna**

Tel: +65 6842 4268

Email: [sales.sg@magnasys.tv](mailto:sales.sg@magnasys.tv)