

PRESS RELEASE - May 2009

ParkPost selects BTS EXPRESS

Amsterdam, May 2009. ParkPost based in Hilversum, Holland have selected the BTS Express product for its playout centre, the BTS system will be used for program scheduling and media management.

The BTS application has already been installed on a LINUX server at the ParkPost operating centre and user training commenced within two weeks of BTS receiving the order for the system.

BTS' Commercial Director, Dave Hughes said "we were able to satisfy ParkPost's key business requirements with the added advantage of being able to install our software on a LINUX server so reducing the cost of ownership".

An integrated solution will be achieved through an interface between BTS and the Pharos MAM and automation playout product.

The BTS Express system provides broadcasters with a powerful entry level broadcast management application that covers all of the key areas needed whilst maintaining an easy to use GUI.

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 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.

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, scheduling, traffic and advertising sales.

BTS 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.

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