

PRESS RELEASE - IBC September 2007

## BTS Enterprise Delivers True Multi-Language Support

**Amsterdam, 6 September 2007 – Broadcast Traffic Systems (Hall 3 , Stand 129), a leader in the traffic management field,** has unveiled a number of new features for its 'ENTERPRISE' traffic application. In keeping with its strong commitment to offer software in different language sets Broadcast Traffic Systems has launched a true 'multiple-language' facility where individual users can operate the system in separate languages.

Commenting on the new functionality, Craig Buckland, BTS' Technical Director said: "We have existing clients who use our software in different languages, in fact we have versions of our application running in Chinese, Japanese and Arabic. Our new features will enable individual users to select their own preferred language set and associated regional settings".

This new multiple language support will allow international broadcasters, operating from a number of geographical regions, to keep all users on the same central system whilst allowing regional offices to operate in the language of their choice. ENTERPRISE can now also be used to customise screen displays, not only to change a language, but to change words and phrases used in the software screens to meet individual station terminology.

The multiple language feature has been designed as an in-built feature of the ENTERPRISE core software. This same design concept has been used by BTS for its Internet facility which allows users to have full system access via the Internet alongside users connected on a normal office network.

Gareth Hughes, BTS' Director of Projects explained, "We have discarded the use of a separate application for data analysis and reporting as this creates an extra layer of complexity with none of the benefits of a fully integrated application."

The new multiple language application can be offered in any language set; there is no language restriction and coupled with Internet access it opens up lots of possibilities for broadcasters.

Buckland added, "In a multiple site broadcasting environment it is possible for staff operating advertising sales modules to use the system in say, Chinese, whilst operators in the scheduling area to operate the system in English".

BTS has achieved these features through the use of innovative software design and technology such as Service Orientated Architecture (SOA), enabling interactive integration with external applications and extension of the application by advanced users.

**BTS has also announced** that its software is supported on Linux and Apple servers using Firefox and Safari client software, allowing broadcasters a comprehensive choice of hardware platform.

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**BTS Enterprise Delivers True Multi-Language Support****Additional Information**

**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, traffic and advertising sales.

Our systems are fully scalable 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.

**UK Office**

Tel: +44 (0)1656 648181  
Email: [uk\\_sales@bts.tv](mailto:uk_sales@bts.tv)

**USA Office**

Tel: +1 805 856 9103  
Email: [us\\_sales@bts.tv](mailto:us_sales@bts.tv)

**Solution Queries**

Tel: +44 (0)1656 648181  
Email: [solutions@bts.tv](mailto:solutions@bts.tv)

**Support**

Tel: +44 (0)1656 648181  
Email: [support@bts.tv](mailto:support@bts.tv)