

MediaCorp Technologies selects iPoint-media's goliveTV to enable new live moderated UGC participation TV shows

MediaCorp Technologies, technology arm of Singapore's largest television broadcaster, selects iPoint-media's goliveTV participation TV service in order to offer new, innovative viewer interactive news and entertainment shows utilizing live moderated user generated content (UGC). Using the new service, MediaCorp viewers will be able to record video messages for broadcast or interact on live TV shows via their 3G mobile phones or Internet webcams.

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iPoint-media (LSE:IPNT), a provider of live user content delivery platforms for web, mobile and TV, announces that MediaCorp Technologies Pte Ltd, the technology arm of the largest television broadcaster in Singapore, has selected its goliveTV participation TV service in order to offer new, innovative viewer interactive news and entertainment shows utilizing live moderated user generated content (UGC). The agreement, which was finalized at the recent CommunicAsia 2007 exhibition in Singapore, includes hosting services provided by iPoint-media's Singapore partner Nano Equipment.

goliveTV enables television broadcasters to offer new interactive participation TV show formats that help increase revenues, ratings and branding opportunities beyond existing participation TV solutions. Rather than participating indirectly via SMS voting, goliveTV lets viewer content become the focus of the show. Viewers can call into a show from any broadband device, such as an Internet PC webcam or 3G mobile phone, and record video content for airing in a broadcast, or take part in a live broadcast. Unique and advanced management and moderation facilities enable production staff to pre-screen and moderate all content while maintaining full control over live callers sent on-air.

Mr. Goh Kim Soon, VP New Media Technologies, MediaCorp Technologies commented:

'Our customers are seeking new types of shows that will interest them. iPoint-media's participation TV solution will enable us to develop a range of innovative and compelling TV shows based on the content provided by our viewers.'

MediaCorp Technologies will be the first broadcaster using goliveTV in Southeast Asia with hosted services provided by local Singapore-based Nano Equipment. Utilizing hosted managed services, MediaCorp Technologies will have the flexibility to quickly develop and manage new TV shows with viewer participation.

Muki Geller, iPoint-media CEO commented:

'The selection of goliveTV by one of Asia's premier broadcasters demonstrates the acceptance our participation TV technology. MediaCorp Technologies joins a growing list of international broadcasters, such as the BBC, utilizing goliveTV to implement the next generation of interactive viewer participation TV.'

iPoint-media's participation TV solution is in use today by several large broadcasters, including the BBC. In late 2006 the BBC News implemented participation TV on its highly rated viewer call-in show 'Have your say', becoming the first user generated content news program. Since then, the

solution has been implemented by other broadcasters and is offered through several Tier 1 solution providers, including Ericsson, Siemens and IBM.

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iPoint-media is the leading provider of delivery platforms for live user generated content (UGC) and value added video calling services. The company's goliveTV platform enables media companies and broadcasters to develop new UGC-focused participation TV show formats that can be published to the web, mobile and live TV broadcasts. goliveTV manages the complete lifecycle of UGC, from content collection through to tagging, moderating, storing and publishing. iPoint-media's Vitrage video calling service platform enables mobile operators and content aggregators to deploy the widest array of interactive video calling services utilizing recorded and user-generated content. Vitrage services include one2many broadcasts, video call centers, video chats, video blogging, as well as interactive astrology and tarot card services.

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You can also visit www.ipoint-media.com for more information.