

TV and IP TV Converging

First Solution for Simultaneous Editing and Program Planning of TV and IP TV

NAB 2006, Hall Central 3, Stand C6333 B/C

Munich/Gruenwald, April 18, 2006. Through the co-operation of Grid-TV AG, leading provider of IP based TV channels, and NorCom AG, provider for multimedia editorial systems and archives, brings the worlds of TV and IP TV closer together.

As a first solution resulting from the cooperation the companies present an editing and program planning solution, enabling the automatic distribution of formats and programs for both traditional TV broadcasters and IP TV newcomers. The solution is based on NCPower, a suite for cross medial productions, management and archiving of formats such as news and TV-Edit 5.0 HD, a program planning system for IP based media.

A result is the possibility to broadcast complete existing programs or singular contributions through different channels (traditional or IP TV) simultaneously without any additional efforts. Viewers can not only receive programs through traditional TV channels but also from Internet regardless of their current whereabouts.

Existing TV formats are converted and broadcasted in the Internet at the push of a button. In addition to that, the new NCPower editorial solution simplifies and facilitates generation of IP TV programs in a professional way. Broadcasters profit from the opportunity of flexible and cost effective distribution of new and/or archived content.

Even more NorCom and Grid-TV enable the program planning and distribution of HDTV over IP based media. "In particular the distribution of HDTV over IP will complement the current markets and will play a huge role in the near future - more than it is currently recognised", says Ingo Wolf, founder of Grid-TV. Katharina Aliaga, CEO of Grid-TV, adds that "with this co-operation we provide our international partners the missing link between traditional and IP based media broadcast."

Once again the Norcom's NCPower technology proves its flexibility supporting traditional media and new media simultaneously.

"The goal of our collaboration is the commercialisation of a comprehensive package for traditional broadcasters and IP TV operators ranging from the source through production technology to content distribution and jointly to break into new international markets", says Wolfgang H. Klein, COO Broadcast/Media of NorCom AG.

The new solution will be presented at the stands C6333 B (Grid-TV) and C6333 C (NorCom), parts of the Bavarian Pavilion, at NAB 2006. NAB, the world biggest fair for media technology takes place from the 24th to the 27th of April in Las Vegas, Nevada, USA.

About NorCom

NorCom Information Technology AG is one of the leading providers of e-business and media solutions, located in Germany and Scandinavia. The company is stock listed on the regulated market (DE0005250302) and offers clients from the European Top 100 individual consulting services and tailor-made software solutions.

The services range from project management to taking on the total responsibility of large and complex projects, business process definitions, integration of complex application structures as well as transferring business processes into save business solutions.

NCPower is the suite for cross media (TV, radio, internet, mobile telephoning) production, management and archiving around formats such as news. NCPower offers a modern Java and XML platform for a consistent production of multimedia contents as well as seamless system integration.

Its' clients are enterprises from the financial world and the media sector, telecommunication and public authorities. In the financial year 2005 the NorCom made a profit of approx. 25 million Euros.

About Grid-TV AG:

The core competence of Grid-TV is the international development of IP TV networks. Holding a patent for operation of 24/7 programs over IP-based media, the company establishes country wide and regional networks through affiliates or joint ventures. These networks are interconnected through the International Playout Center in Munich such providing the ability of crossborder content exchange and international IP TV program. FileLoadBalancing neuronal net, TV-Edit and TV-Serve technologies developed by Grid-TV enable unique, target-group specific, global TV based on common internet streaming software over all communication channels such as satellite, terrestrial, cable, UMTS, GPRS and Internet.

**Further information: Grid-TV AG, Katharina Aliaga Leiva, Bavariafilmpplatz 3, 82031 Grünwald/Germany, Tel.: +49-89-744 88 88-12, Fax: +49-89-744 88 88-19, Mail: info@grid-tv.com, Internet: www.grid-tv.com
NorCom Information Technology AG, Wolfgang Klein, Stefan-George-Ring 23, 81929 München/Germany, Tel.: +49-89-93948-0, Fax: +49-89-93948-111, E-Mail: Wolfgang.Klein@norcom.de, Internet: www.norcom.de
Press contact: Konzept PR GmbH, Andrea Finkel, Karolinenstr. 21, 86150 Augsburg/Germany, Tel.: +49-821-3430015, Fax: +49-821-3430077, Mail: a.finkel@konzept-pr.de, Internet: www.konzept-pr.de**