



## **Zentek Singapore Announces the Establishment of the First iTV Content Creation Centre in Singapore**

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**SINGAPORE - 25 July 2003** - Zentek Singapore announces the establishment of the first interactive Television (iTV) Content Creation Centre of its kind here in Singapore . The Centre shall facilitate activities such as iTV content creation, testing, debugging and validation.

This content creation environment will provide an end-to-end DVB-MHP content development solution, consisting of Zentek's MediaMaster authoring tool for DVB-MHP, Strategy and Technology's carousel generator, TSDeveloper, TSBroadcaster, MPEG-2 stream generator, digital modulators, MHP-compliant set-top boxes as well as third party software and hardware products. It will cover the complete DVB-MHP content development process from authoring to network distribution.

"We are very pleased to announce the set up of our iTV Content Creation Centre in Singapore through our Singapore office where Digital Interactive Television Content and Java related technology is in high demand. In June of 2002, we officially launched our Singapore office and in July 2002, acquired Zyyx, a pioneer in multi-media content development, in order to reinforce our strength in application development and content creation. Our strategy is to expand business in Singapore and to provide services to the content distribution market. We are very proud of being a part of this fast-growing sector in Singapore ", said Shozo Ohtani, President & CEO, Zentek Technology Group.

Mr Chua Taik Him, Assistant Managing Director, Economic Development Board said, "Our heartiest congratulations to Zentek on the launch of their interactive TV (iTV) Content Creation Centre, a pioneer in the emerging industry of interactive digital TV. We are excited to see the private sector taking a lead in exploring new frontiers and establishing new foundations for the next-generation broadcasting industry. We are glad that EDB can partner Zentek in developing this new competency centre which can help generate broad-based spin-offs and create new enterprises for the industries."

"MDA's vision under the Media 21 blueprint is to develop Singapore into a vibrant global media city. A key strategy in our blueprint is for Singapore to produce high quality, exportable Made-by-Singapore content for TV and film. MDA has also identified digital media as a growth industry for development. The opening of the iTV Content Creation Centre is a very positive development for the digital media industry. This centre provides a one-stop world class facility where content creators can create, test, debug and validate their interactive TV application. This new capability positions



Singapore as a regional hub for iTV content design, thereby bringing us closer to our vision of a global media city, "said Mr Seto Lok Yin, Director for Industry Development, Media Development Authority ."

As a newly adopted standard for iTV, DVB-MHP offers a promising future in which the iTV content plays a crucial role. However, content development presents challenges for content developers due to the new technology content authoring environment requirements as well as a lack of standardized testing. The Content Creation Centre aims to allow developers with varying skill sets and experience to immediately start creating sophisticated iTV content and to author complete iTV applications (Xlet), including optimization and generation of base band MPEG-2 transport streams (TS) in a comprehensive development environment. Furthermore, as a leading-edge software solution provider for the digital television technology segment, Zentek Technology Singapore will provide premium support service, consulting, technical training/seminars in addition to offering developers a high-level of assistance during their initial content development phase

The proposed DVB-MHP Content Creation Centre will offer a cost-effective and flexible iTV content development environment to promote Singapore as a regional hub for innovative iTV content design and development for the future global iTV market.