



## **Asia Broadband Media (ABM) Partners With Zentek Singapore To Market Cutting-Edge Digital TV Application Software**

***Asia Broadband Media and Zentek Singapore to showcase DVB MHP Digital TV Solutions at BangaloreIT.com 2003***

**BANGALORE, INDIA – 27 October 2003** – Pioneering Bangalore-based broadband solutions and services company, Asia Broadband Media (India) Pvt Ltd, partners with Zentek to distribute Zentek's Digital TV application software in India. Asia Broadband Media will also provide DVB MHP Interactive digital TV Solutions and systems integration services for clients using Zentek's DVB MHP authoring tool, "Mediamaster".

The ongoing digital Interactive TV revolution changes the way people watch TV and interact. With the convergence of Information Technology, Communication and Entertainment, it is now possible to network and connect many consumer devices together such as Digital TV, Mobile TV, cell phone, PDA, Car Entertainment system to deliver smart and enhanced applications.

"Our new partnership signals a major paradigm shift for the emerging digital TV industry in India and rest of Asia," said Dineshkumar A J, CEO/CTO and founder of Asia Broadband Media. "We are extremely excited with this distribution and system integration partnership and it's potential value within the evolution of our Broadband Media. ABM's Rich Media EDU-TAINMENT and VOD applications will be now be successfully built around Zentek's industry-leading DVB MHP platform and delivered to our in-house Smart Home, Smart School and Mobile TV Entertainment system. Suddenly, the promised land of Digital Interactive TV has arrived!"

Zentek's interactive Digital TV Software and Tools comprise Media Master and MediaStack. Zentek's MediaMaster is a complete digital interactive TV application and service authoring environment for multiple middleware platforms and devices using a simple drag and drop user interface.

Zentek's MediaStack is a family of standards-based execution environment that runs applications designed for leading digital devices and platforms, including MHP, OCAP and ARIB. MediaStack is ideal for device manufacturers who wish to avoid the cost and risk of independently developing execution environments that conform to leading industry standards.

Zentek also bundles its products and services as a complete Trial Broadcast and Turnkey System along with a UK based company called Strategy and Technology Limited [www.s-and-t.com](http://www.s-and-t.com) for



transport stream generation, bundling and delivery of the data along with the broadcasted program in a simulated environment.

At BangaloreIT.com, Zentek would demonstrate its Media Master, MediaStack, Trial Broadcast and Turnkey system which would benefit broadcasters, enable faster content development and ease of testing and delivery mechanisms.

#### **About Asia Broadband Media ( India ) Pvt Ltd**

Asia Broadband Media (ABM) is a multi-disciplinary and integrated IT company with operations spanning across Singapore and Bangalore . ABM specializes in integrating state-of-the-art broadband applications and technologies to deliver solutions for a diverse range of IT needs on Microsoft Windows platforms, combined with on-going support and services. ABM provides Solutions and services relating to Broadband Multimedia Content Production and Delivery System, Digital Broadcast and Video-On-Demand System Integration Services, Streaming Media Solutions, Multi-Mode Multimedia CDROM and DVD ROM Publishing, and Audio, Video and Document Management systems.

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#### **About Strategy & Technology Ltd**

S&T ([www.s-and-t.com](http://www.s-and-t.com)) specializes in systems for interactive digital TV based on international standards.

S&T supplies complete solutions for MHEG-5 broadcasting and reception in its MHEGTV initiative, and systems for building and deploying Transport Streams containing carousels of data for MHEG, MHP and OCAP. S&T also provides test platform equipment for many leading MHP and OCAP vendors. S&T is a member of both the UK DTG group and the DVB and is represented on the Council of DTG and the DVB Steering Board.



### **The DVB Project**

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of some 300 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries committed to designing global standards for the delivery of digital television and data services. The DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data. The consortium came together in 1993 to create unity in the march towards global standardization, interoperability and future proofing. Further information is available at [www.dvb.org](http://www.dvb.org).

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