



ITV SMS Chat for DVB – MHP Standard

Zentek Singapore partners with A*STAR's Institute for Infocomm Research to deliver the Region's first Personalized ITV SMS Chat for DVB – MHP Standard

SINGAPORE – 19 May 2004 – Zentek Technology Singapore Pte Ltd (“Zentek”) and A*STAR’s Institute for Infocomm Research (“I2R”) have been awarded a grant by the Media Development Authority of Singapore (“MDA”) to jointly develop an Interactive Television Short Messaging Service Chat (“ITV SMS Chat”) application. The ITV SMS Chat will be the first application in the region to personalize short messaging service (“SMS”) messages in real time for the Digital Video Broadcasting – Multimedia Home Platform standard.

Many analogue television programs today provide information to viewers on a push-basis and there is little or no real-time interaction among television viewers, broadcasters, and advertisers. With the ITV SMS Chat application however, television viewers are now able to express their views, chat and interact with one another. Television viewers can also personalize their view of SMS messages in English or Chinese, customize the display modes of text size, background, color, position and others.

Mr. Kazuo Yoshimura, Managing Director of Zentek, said: "The ITV SMS Chat application is in line with Media Development Authority Singapore's Media 21 plans to transform Singapore into a global media city. The ITV SMS Chat application shall provide opportunities for broadcasters, mobile operators, advertisers and application service providers to offer value-added services to television viewers, such as real-time chat, interactive information exchange and personalized advertisements. We are very pleased to collaborate with I2R for this application and we look forward to undertake more joint development projects with I2R in the future."

I2R shall develop a domain-specific system that aims to produce high quality translation for SMS messages from English to Chinese (and vice versa). SMS messages behave significantly different from other texts. It is usually creative; short coupled with the use of unconventional and not yet established abbreviations. Such messages could not be handled well by conventional machine translation system. I2R has developed a new technology to take care of such phenomena in the translation process. The technology enables SMS messages to be translated as normal text.



Professor Lye Kin Mun, Deputy Executive Director (Industry), of I2R said, "We are delighted to be a joint recipient, with Zentek, of MDA's Digital Technology Development Scheme grant. It facilitates a valuable industry collaboration which will help propel the next phase of growth for digital technologies in Singapore".

The ITV SMS Chat application is set to ride the crest of a wave of interactive digital television applications in Singapore and beyond. It will be showcased at the upcoming BroadcastAsia 2004.

Mr Seto Lok Yin, Director of Industry Development at the Media Development Authority (MDA), said: "The MDA is leading a delegation of ten Singapore-based companies at the Singapore Pavilion at BroadcastAsia to showcase the latest applications, services and products in digital TV, digital audio broadcasting and digital cinema. As co-host of BroadcastAsia, we are proud to play a role in helping Singapore media companies grow. We believe the support we render to these companies will encourage more local enterprises to develop innovative applications and services that will help them grow their businesses."

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About Zentek Technology Group

Zentek Technology Group, a digital video broadcasting ("DVB") member, develops software and provides engineering services for the digital consumer electronics market with a focus on two areas: digital television and mobile digital devices. Zentek develops and licenses authoring tools and middleware libraries for the digital interactive television environment. In July 2003, it established an Interactive Television Content Creation Centre in Singapore to provide an end-to-end DVB-MHP content development solution. Zentek is a pioneer in mobile device emulation tools that shorten product development cycles. Zentek Technology Group's U.S. headquarters, Zentek Technology, Inc., is in Redwood City, California. Zentek



Technology, Inc. was established in 1997 and is a subsidiary of Zentek Technology Japan, Inc. Zentek Technology Japan, Inc. is listed on Hercules – Nippon New Market Exchange in Japan. Zentek Technology Group's worldwide offices are located in Japan, United States, and Singapore. More information about Zentek Technology Group can be found at www.zentek.com.sg

About Institute for Infocomm Research (I2R)

The Institute for Infocomm Research (I²R) is a member of the Agency for Science, Technology and Research (A*STAR) family. Established in 2002, our mission is to advance infocomm technologies for the benefit of humanity and prosperity of Singapore. I²R develops holistic solutions across the Information & Communications Technology (ICT) value chain. Our research capabilities are in wireless and optical communications, and information technology and science. We seek to enable technologies and processes that will drive new and enhanced services for Singapore's knowledge-based economy. More information on I²R can be found at www.i2r.a-star.edu.sg.