

PRESS RELEASE



Intrasonics launches SDK for mobile apps to bring new level of interactivity to TV

- Intrasonics transforms the TV experience by enabling viewers to interact directly with broadcasts through mobile devices
- Intrasonics' mobile technology shortlisted for CTAM "iTV Idol: Groundbreaking Applications"

Cambridge, UK, 5th October 2011 – Intrasonics today announces the launch of its software development kit (SDK) to bring a new level of interactivity to TV. The SDK allows content owners and brands to build compelling engagement with their audiences by enabling consumers to interact with the big screen using apps on the second screen.

Intrasonics is the innovative leader in a broadcast audio watermarking technology that allows this seamless interaction with mobile devices. The SDK allows brands to create mobile applications which respond to hidden codes in audio broadcasts, triggering actions on consumers' smartphones and tablets and providing vital audience data. For example, viewers now have the ability to play along on the second screen with TV quizzes or vote in contests. Brands, networks or shows can run a loyalty program that rewards loyal viewers.

"Broadcast TV has always been about eyeballs to the screen and the future will increasingly be about engaging with viewers on the second screen," said Luc Jonker, CEO of Intrasonics. "Our technology allows viewers to engage directly with broadcast content, making them part of the action through immersive, interactive viewing experiences. At the same time we help shows and brands measure what the viewers are doing."

Michiel de Gooijer, Director Mobile at Lost Boys International in Amsterdam, Netherlands, said, "The opportunities we foresee with this technology really are limitless; it enables us and our clients to take audience engagement to the next level. Our developers have worked with the SDK, and the first experiences are very positive."

Jonker continued: “As the brands we’re currently working with are already finding, our new SDK makes it incredibly easy to develop engaging applications which interact seamlessly and effectively with broadcast content. It’s now really up to the creatives to design what kind of interaction they want; the platform allows them that freedom.”

Intrasonics is also delighted to announce it has been shortlisted for “iTV Idol: Groundbreaking Applications” at this week’s CTAM show in New York, which showcases the TV related apps with the most potential.

“Broadcasters and advertisers across the globe are focused on increasing engagement among their audiences. Reaching the final of the CTAM iTV Idol competition is a fantastic achievement, and really demonstrates the industry need for the interactivity and insight we can deliver.”

-ENDS-

For further information, please visit www.intrasonics.com

For press enquiries, please contact:

Andre Labadie / Josh Turner

intrasonics@brands2life.com

+44 (0)207 592 1200