

IBC 2009 Press Release

DALET WINS COVETED IBC 2009 INNOVATION AWARD 2009

Dalet enterprise media asset management technology recognized for its technological innovation at the RTBF NUMPROD project

Amsterdam, The Netherlands – September 14, 2009 – Dalet Digital Media Systems is pleased to announce that they have won, along with EVS and RTBF, the IBC (International Association of Broadcasters) Innovation Award 2009 for the Content Management category. Dalet was shortlisted for the award together with technology partner EVS back in June of 2009 for their involvement with the Belgium public broadcaster Radio Télévision Belge Francophone (RTBF) NUMPROD project. Both Dalet and EVS provided RTBF with a highly flexible and scalable tapeless workflow facilitating the production needs for a wide range of RTBF resources across both news and programs/sports production operations. The tapeless workflows from ingest to playout to archive rely on innovative integration techniques through the RTBF “Intranet de Production”; the backbone of the NUMPROD system. “Intranet de Production” was developed in-house by RTBF and incorporates the principles of SOA (Service Oriented Architecture). It includes an Oracle ESB (Enterprise Service Bus), XML exchanges, and takes full advantage of the comprehensive Dalet Web Service API.

“It is an honor to receive this award and we would like to express our deep gratitude and thanks to everyone involved in this project including EVS and especially RTBF for a fantastic collaboration, both at the project and human level,” comments Raoul Cospen, Director of Marketing, Dalet. *“Innovative projects like NUMPROD enable organizations to rationalize their use of media so they can take advantage of new media channels and engage their viewers with full interactivity. They also allow them to re-organize their resources and maximize their return on investment by adding new revenue opportunities without increasing their overhead.”*

About the 2009 IBC Innovation Awards

The IBC Innovation Awards is an internationally recognized award competition.

Unique in the sense that they recognize how suppliers and customers work together to create something truly innovative, the innovation awards celebrate the application of technology in bringing creative, commercial or operational benefits to the end user.

Dalet, EVS and RTBF join an impressive list of winners including 2008 IBC Award recipients NBC Universal, Walt Disney and Jefferey Katzenberg (CEO of Dreamworks), as well as technology providers Microsoft, Intelsat, Rhozet and Akamai,

Visitors to IBC 2009 can visit Dalet on stand 8.B77.

About Dalet Digital Media Systems

Dalet is a worldwide leader in software that empowers broadcasters and content professionals to produce and manage audio and video content in a digital, multi-platform world. Dalet media asset management (MAM) solution ns streamline production costs and increase revenue opportunities by simplifying the distribution of rich-media assets across both interactive and traditional platforms.

Dalet tools are used around the world by thousands of content producers including major television and radio public broadcasters (BBC, CBC, DR, NPR, RFI, Russia Today, RTM, VOA, WDR), commercial networks (ART, eTV, Grupo Prisa, Prime Television, The Press Association, Warner Bros., XM Satellite) and government organizations (Queensland JAG, Canadian House of Commons, The European Commission). Dalet is traded on the NYSE-EURONEXT stock exchange (Eurolist C): ISIN: FR0000076176, Bloomberg DLT:FP, Reuters: DALE.PA.

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For more information on Dalet, visit www.dalet.com or contact:

Zazil Media Group

Janice Dolan

(p) +1 617 817 6595

(e) janice@zazilmediagroup.com