



30 April 2008

Piero has winning start to 2008

The market for sports graphics technology is showing no sign of a slow down with Red Bee Media today announcing two separate contracts with broadcasters RTE (Ireland) and C More Entertainment (Sweden) to supply them with Piero 3D graphics technology.

RTE will use Piero on GAA (Gaelic Athletic Association) games, the English Premier League matches, UEFA Euro 2008 and UEFA Championship League games as well as certain rugby leagues. This is the first time Red Bee Media has supplied Piero for the analysis of Gaelic football and Hurling.

C More Entertainment will use Piero to enhance their coverage of the Swedish domestic league (Allsvenskan) and the Barclays Premier League.

Piero is used by broadcasters to illustrate critical moments from football and rugby matches using 3D graphics and replay them in a virtual stadium from angles that can not be captured by conventional cameras.

The Piero technology is continuously under development resulting in new functionalities. The most recent development introduces fully flexible 3D players, enabling the 3D models' heads and limbs to be adjusted in order to mimic real life play more closely and enhance story telling capabilities.

In February the 'moveable player' feature was introduced, allowing presenters to move players with their finger on the touch-screen from one area of the pitch to another.

Karl Stone, Head of Business Development for Piero at Red Bee Media said: "I am delighted with Piero's progress so far this year, in terms of both technological advances and market expansion. We are able to offer RTE and C More Entertainment our most sophisticated range of functionality yet and are excited about Piero's increasing global reach".

Piero is used by major broadcasters in the UK, Italy, Poland, Turkey, the Middle East, Brazil, Hong Kong, France and now Sweden and Ireland to help illustrate sports commentary and bring a new angle to sports broadcasts.

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About Red Bee Media

Red Bee Media is a world-leading expert in the distribution and promotion of multimedia content, offering a comprehensive range of services to playout, publish, promote and provide media access for content across all media, from television to mobile phones.

Services include:

- **Creative:** an award-winning team with worldwide experience in branding, promotions and cross-platform campaigns.
- **Digital Hive:** a one-stop shop for content owners, rights holders and distributors to digitise, store, enhance and deliver content to any platform whether it is for television, mobile, web, or tomorrow's latest gadget.
- **Sherpa:** navigates audiences to content across multiple platforms.
- **On Demand Content Distribution:** a platform that makes it possible to offer content on demand to PCs, mobile phones or set top boxes.
- **Playout and media management:** broadcast playout outsourcing, archive and video on demand media logistics.
- **Access services:** subtitling, signing and audio description.
- **Language localisation:** dubbing and subtitles for localisation of content.
- **Listings:** TV scheduling and editorial information for electronic programme guides (EPG).
- **Piero:** 3D sports graphics system that allows play to be viewed from any angle.
- **Results:** real-time 3D information-graphic systems.

Red Bee Media is majority owned by Macquarie Capital Alliance Group, a fund managed by a member of the Macquarie Bank Group.

For more information visit: www.redbeemedia.com