



SYNC TV Interactive broadcast participation

EMPOWERING THE VIEWER/LISTENER TO PARTICIPATE IN BROADCAST MEDIA

- Allows synchronised, real-time interaction between all forms of broadcast media and standard mobile phones.
- No dependency on digital TV or radio: analogue viewers and listeners are fully included.
- Over 80% of the adult population has a mobile phone. No further devices or software are required.
- Creates a two way dialogue between the broadcaster and the viewer/listener. This inclusive interaction raises awareness, increases interest and promotes audience loyalty.
- Provides new revenue stream opportunities for broadcasters and media IP owners.

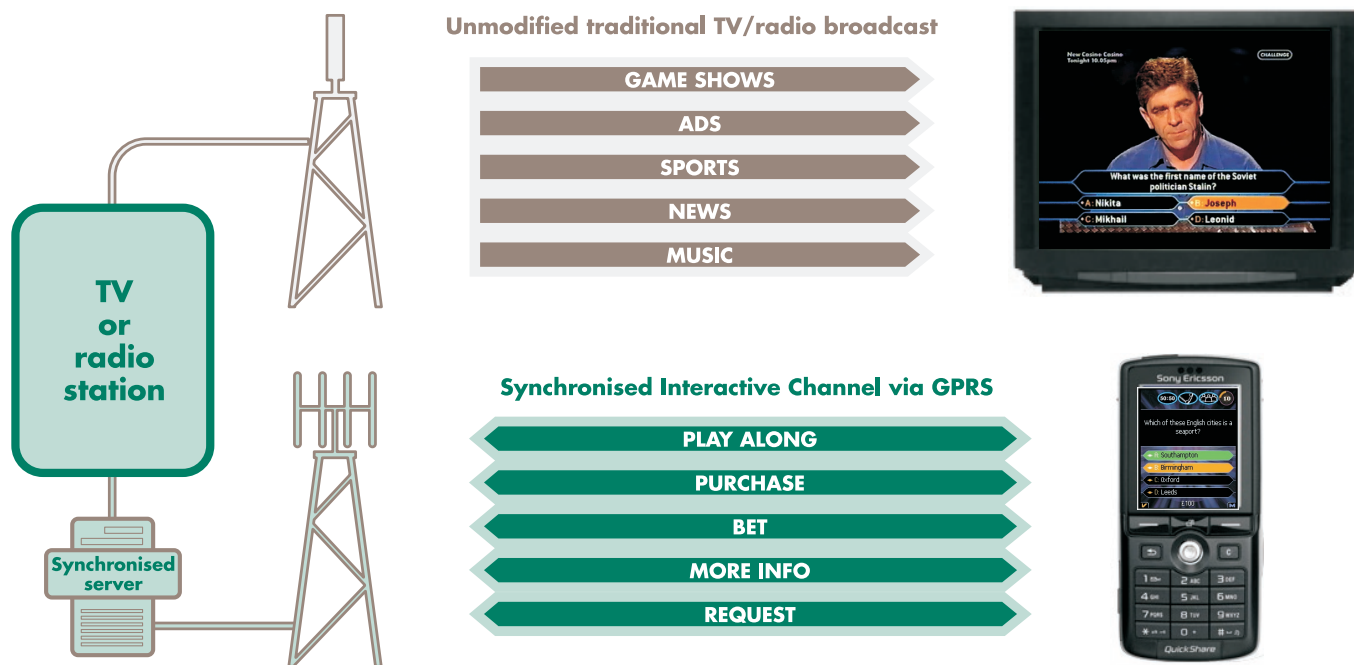
SYNC TV provides the vital link that has been missing from broadcast media since its inception: an instant means of response. For too long, communication has flowed in one direction only; now SYNC TV empowers any number of viewers to have their say and to choose what they want.

Thanks to our patented technology, viewers and listeners can directly participate in great numbers as never before. Such participation will enhance existing programme content and will also help to spawn new types of programmes that fully embrace the interaction that is made possible.

The SYNC TV synchronised server lies at the heart of the system and maintains the vital connection between the traditional broadcast output and the interactive responses.

How it works

- 1 Program content is broadcast in the usual manner via analogue and digital TV/radio transmission.
- 2 Viewers/listeners simultaneously use their mobile phones to view related content and to make requests and choices.
- 3 Responses can be serviced by appropriate automated systems and/or instantly fed back to the studio to directly affect the broadcast output.



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Patents 2264485, 94080, WO 02/03698
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