Vestel Selects Osmosys Java Based Middleware to Power Integrated Digital TV Devices

Geneva, Switzerland – September 10th, 2008 – Osmosys S.A., a leader and innovator in the development of open standards Java based interactive TV solutions, today announced that Vestel has selected its MHP middleware solution and Navigator software to power its integrated digital TV sets (iDTVs). Vestel will roll out devices powered by Osmosys Java based middleware to the Italian DTT market, with future plans for expansion into other European countries. The deal marks Osmosys’ first full integration onto iDTV sets.

Vestel is the largest television manufacturer in Europe and accounts for 25% of the European market. Vestel develops a range of products for the television and set-top box market and supplies more than 200 brands including global electronics companies such as JVC, Hitachi, Sharp, Sanyo and Toshiba in Europe, CIS and FarEast, as well as under several of its own brands.

“Vestel is an innovative company and we place great importance on the continued development of our products in order to drive global trends,” said Ugur Savas Dep.GM, Vestel. “We are very pleased to be deploying Osmosys’ Java based middleware and Navigator application on our iDTVs so that they can be truly interactive, further improving the quality and experience for our customers. We selected Osmosys due to the high levels of performance and reliability that its solutions demonstrate, as well as the attraction of being able to draw upon its many years of expertise and leadership in the digital television software space.”

The Osmosys Java based MHP middleware provides a complete broadcast software solution for digital receivers. Based upon open standards, it offers a host of enhanced
features to provide a better interactive TV experience for today's demanding television audience.

The Osmosys Navigator operates with Osmosys’ Java based middleware to provide an easy to use interface for digital receivers. Navigator can also be easily customised to specific needs – without changing a line of code – and can easily be customised to match existing products in a given product range. As a reliable and thoroughly tested solution, deployed in millions of homes, the Osmosys Navigator software cuts development time and to an absolute minimum.

“With the acceleration of the analogue switch-off across Europe, the importance of integrated digital TV sets is increasingly growing. Consumers are demanding more from digital TV, and therefore device manufacturers must strive to offer more innovative and interactive products,” said David McElhatten, CEO, Osmosys. “We are so pleased that Vestel has selected our open standards solutions to deploy on its integrated digital TV sets. Osmosys is the leading provider of Java based digital TV solutions to the Italian market, a result of the commitment and drive of our highly experienced team of engineers.”

Visitors to Osmosys’ stand at IBC 2008 (stand IP331) can discover more about how its solutions, middleware, applications, systems and services facilitate the management of interactive services over all broadcast platforms.

For more information, or to arrange a meeting at Osmosys’ stand at IBC, please contact:

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About Vestel
Vestel is the world’s 3rd largest consumer electronics ODM digital technologies and white goods manufacturer, located in Turkey and comprises 9 factories and 17 companies operating in technology development, manufacturing and marketing. The conglomerate offers a variety of products including TFT-LCD TVs, Plasma TVs, hard disc and integrated digital TVs, DVD-TV combo systems, CRT TVs, CA or FTA DVB-T, DVB-S, DVB-C set-top boxes, PVRs, HD DVB-T and DVB-S set-top boxes, Notebook and Desktop PCs, refrigerators, air conditioners, dishwashers and washing machines. Vestel's key strategy is supplying high quality products with internationally competitive prices. Vestel exports 96% of its products to 103 countries, leading with EU members. For more information, please visit www.vestel.com

About Osmosys
Osmosys S.A. is a leading innovator in the development of open standards Java based interactive TV solutions, with a comprehensive range of middleware, applications and systems that support the digital terrestrial, cable, satellite and IPTV networks. With over 5 million principle products deployed in over 17 counties, Osmosys is the undisputed leader in the development and deployment of MHP for the broadcast and IPTV markets, as well as other GEM based initiatives including OCAP (the Open Cable TV standard in the US) and the BDJ Java engine for Blu-ray, the leading next generation high definition DVD disc format.

Based in Geneva, Switzerland, Osmosys is a member of the ADB Group of companies; ADB Group (www.adbholdings.com) is publicly listed on the Swiss Stock Exchange (SWX:ADBN). For more information, please visit www.osmosys.tv.

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