

**FOR IMMEDIATE RELEASE**

## **VDS AND KARGO TEAM UP TO PROVIDE ‘INTERACTV’ Product Suite Offers Broadcasters Breakthrough Plug & Play Tools for Incorporating Live Viewer Interactivity into Television Broadcasts**

**New York, NY & Farmingdale, NY, April 6, 2009**—VDS, a leading developer of on-air graphics solutions, broadcast automation software, television graphics design and plug-in broadcast products, today announced that it has teamed up with Kargo, an established leader in mobile messaging and publishing, with full carrier messaging and billing integration, to provide a breakthrough mobile iTV solution for television networks. VDS and Kargo in combination provide the end-to-end technical capabilities and implementation strategies to produce unique interactive solutions for broadcasters.

By combining VDS’ proven broadcast management capabilities with Kargo’s industry leading mobile data and messaging platforms, broadcasters can offer their viewers and sponsors live user generated messaging tickers, voting, polling, and viewer interactivity into both taped and live television broadcasts. The solution leverages a combination of broadcast graphics hardware, software and mobile data capabilities to engage viewers in a participatory television experience.

INTERACTV is designed to provide plug and play mobile iTV with full graphics depictions on-screen. INTERACTV is available for broadcasters on an event basis, requiring no upfront capital outlay - just setup and usage fees.

“Having worked with VDS over the last few years on a number of live mobile to iTV events for major cable networks, it is exciting to open these proven solutions to the broader cable, satellite and terrestrial television network community,” said Harry Kargman, founder and CEO of Kargo.

INTERACTV provides a full tool set enabling complete editorial control to broadcasters. The system provides proofing operations for speedy approval, editing or rejection of messages prior to airing. The messages can be presented in a lower third, full-screen, crawl or other custom on-screen representation.



**QUIZ**  
Where is the highest concentration of Great White Sharks found?

TEXT **A** FOR South Africa

TEXT **B** FOR Australia

TEXT **C** FOR California

TEXT TO: 99799

“Hi Dad don't get bit luv Katie, Maui, Hawaii” Send a ‘Shout Out’



Viewer messages, comments and voting appear live, within seconds of being sent to a short code managed for an event or broadcaster. With the immediate feedback on the broadcast screen, viewer interest and response is confirmed quickly, allowing for a high level of interaction while retaining viewer engagement.

Voting and polling encourage viewers to get involved with broadcast shows boosting retention and viewership and providing new opportunities for sponsorship and ad sales. Bounce-back messages to users can be customized for sponsors or advertiser messaging.



“INTERACTV has been designed so that broadcasters or cable companies can plan an SMS event to occur in less than a month rather than the usual 3 to 6 month lead time,” said Larry Mincer, President of VDS. “Since the broadcaster does not have to purchase any graphics or support hardware, and with short codes pre-approved, installation and setup can be done quite quickly. In addition, the graphics generated by INTERACTV can be customized to the look of the broadcaster, providing a seamless experience to their viewers.”

### **About VDS**

VDS provides automation and content design tools for the broadcast, cable television, internet, and post production markets. VDS products automate broadcast television systems, with an emphasis on graphics-related operations, content and digital asset distribution, graphics and promo automation, and internet-to-broadcast systems. These products are used in sports, news and financial broadcast channels as well as in multichannel broadcast and cable facilities. VDS content creation products are tools that deliver graphic design, universal file translation and integration capabilities for the post product and broadcast markets.

[www.videodesignsoftware.com](http://www.videodesignsoftware.com)

**For more information on VDS, please contact:**

**Larry Mincer**  
**Phone: 631-249-4399**  
**Email: [larry@videodesignsoftware.com](mailto:larry@videodesignsoftware.com)**

**About Kargo**

Kargo is an established leader in interactive mobile media publishing that has produced breakthrough entertainment and information applications since 2003. With offices in New York and Toronto, Kargo's team of industry veterans brings extensive experience in Internet and wireless technology to provide integrated media campaigns and customized mobile solutions for brands, media companies and publishers. Kargo's messaging platform has served millions of messages over the last few years across multiple major media brands and has achieved a proven throughput of over 500 messages per second during a live television text-in event.

[www.kargo.com](http://www.kargo.com)

**For more information on Kargo, please contact:**  
**Harry Kargman**  
**Phone: 212-979-7910**  
**Email: [harry@kargo.com](mailto:harry@kargo.com)**