



## Press Release

### Icareus Ltd and MediaCity to develop digital TV MHP services together

**Helsinki / Vaasa, January 14, 2005** –Helsinki-based Icareus Ltd, specializing in digital TV solutions, and Vaasa-based MediaCity, a subsidiary of Åbo Akademi, have begun cooperation in the development of digital TV interactive value-added services. The goal of the cooperation is to offer Finnish TV production companies a better foundation for the production of interactive TV programs.

”The cooperation enables Icareus and MediaCity to offer production companies the necessary tools, spaces, and broad expertise through the MediaCity One Stop Shop service platform, in which Icareus is one of our partners,” says **Tommy Strandvall**, director of MediaCity’s iDTV Lab. “We will also hold mutual training and development events for both Finnish and non-Finnish TV production companies.”

The Icareus iTV Suite MHP authoring tool will have an important role in the development of additional services, because the design, creation, and launching of services is simple and fast and iTV Suite doesn’t require programming skills to use. Through the cooperation MediaCity will also use Icareus’ iTV Suite to some extent in the development, research, and training of TV services.

The interactive services will be developed and tested together with Finnish TV production companies at the MediaCity iDTV Lab (Interactive Digital Television Laboratory) research and development center. The purpose of iDTV Lab is to learn more about the effects of interactivity on television. The center has at its disposal a testing laboratory, which contains five simulated “living rooms” for the tracking of viewer reactions in as natural surroundings as possible. Content, concepts, and usability are the main research areas in the viewer research laboratory

”In both the analogue and the digital age, the most important content of television is TV programs. With the cooperation with MediaCity we are able to offer production companies an excellent cooperation network, training, implementation, and testing in both the area of new TV program concepts as well as interactive services,” says **Toni Leiponen**, Managing Director of Icareus. “In addition we are glad to cooperate with MediaCity and we are honored to have our iTV Suite MHP authoring tool as the tool of choice for service development.”

Icareus and MediaCity will both take part, along with partnering TV production companies, in the MipTV and Milia events to be held in Cannes in April 2005.



### **Icareus**

Icareus is a software and consulting company specializing in the DVB-MHP standard of digital television. Included in Icareus' service range are digital TV solutions delivered on a turn-key-principle, the MHP authoring tool iTV Suite, and the world's first DVB-HTML browser: Pontegra. Among Icareus' clients are TV stations, operators, TV production companies and both commercial and governmental service providers. Icareus has extensive cooperation with leading Finnish and international companies in the field. The Icareus Group consists of three separate companies: Icareus Ltd, Icareus Solutions Ltd, and Icareus Media Services Ltd. The Managing Director of Icareus is Toni Leiponen. For further information see [www.icareus.com](http://www.icareus.com)

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### **Åbo Akademi / MediaCity**

MediaCity is a content development center which offers training, development, TV production and film production services. MediaCity is a pioneer in the development of tomorrow's digital television. MediaCity's research unit iDTV Lab is one of Europe's most advanced viewer research laboratories, where research on interactive programs, movies, and traditional TV programs is conducted. The interactive TV trivia Enigma, which is included in FST's programming, is based on a format developed and tested by MediaCity and its partners. MediaCity is a subsidiary of Åbo Akademi's Vaasa unit. For further information see [www.mediacity.fi](http://www.mediacity.fi)

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