



# et-updater-pro

## Data delivery for interactive TV

Rascular's ET-Updater-Pro addresses the real need of broadcasters and program providers to build awareness and brand loyalty. ET-Updater-Pro enables cost-effective delivery of data to air for Interactive Broadcast applications including Shopping Channels, Interactive SMS Chat and SMS Comment. By combining the best practices of information technology ET-Updater-Pro retrieves data from local, Intranet or Internet locations for automated delivery to air thus opening additional revenue streams.

### Applications

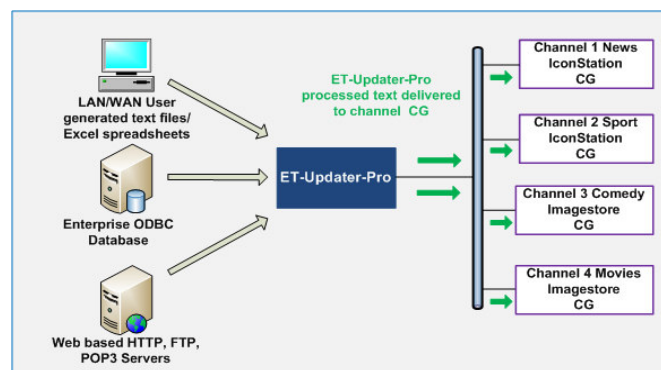
- SMS chat and comment
- News, Weather and Market Data displays
- Shopping Channels
- Holiday Channels

### Features

- Automated data delivery via TCP/IP
- Unicode and ASCII file support with selectable code pages
- RSS feed handling
- Seamless integration with station automation systems
- Full support for exclusive data delivery to individual channels
- Automated keyer control on new text arrival
- Full support for Miranda Imagestore "datasources"
- "Text Picker" handling of sequenced messages
- SMS queue processing
- Full XML data support with custom XSLT translation
- Supports Windows 2000, XP and Vista
- Scalable system Architecture

### Benefits

- Flexible cross channel deployment
- Low cost of ownership
- 100% Windows compatible
- Zero impact on station automation
- Supports single and multi-channel installations
- "Set and forget" operation



ET-Updater-Pro Technical Information	
ET-Updater-Pro PC Specification	PC running Windows 2000, XP or Vista
Supported Devices	ET-Updater-Pro supports Harris IconStation, Miranda Imagestore 750, HDTV, 300+, Intuition+ and Imagestore 2. Each Imagestore must have the character generator and ethernet options fitted.

### Ordering information

ET-UPD-Pro	ET-Updater-Pro Text Delivery System for Miranda Imagestore - PC Application
ET-UPD-IS	ET-Updater Imagestore licence - (N.B. one required per Imagestore)
ET-UPD-ICON	ET-Updater-IconStation licence - (N.B one required per IconStation)

### Rascular Technology Ltd.,

The Oak House,  
Whitcott Keysett, Clun,  
Craven Arms, Shropshire, SY7 8QE,  
United Kingdom  
Tel/Fax: +44 1588 640 971  
Tel/Fax: +44 1604 715 360 (Sales)

Download a full-feature evaluation copy at [www.rascular.com](http://www.rascular.com)  
For pricing and delivery information contact our sales office listed below.

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