



Press Release

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Icareus and TIC go together to Asian digital TV markets

Helsinki, 31st August, 2004 – Icareus and The Interactive Channel (TIC) have signed a long-term co-operation agreement.

Icareus, a software company located in Helsinki, Finland, and The Interactive Channel, a TV channel located in Hong Kong, have signed a co-operation agreement. The agreement followed successful consultancy period during which Icareus helped TIC to build their interactive TV platform.

Through the cooperation Icareus and TIC are targeting the Asian iTV markets. The unique interactive TV platform built for TIC will be offered to the Asian market in the near future. The roll-out will be mainly aimed at small and medium sized new and existing TV channels and cable operators in Hong Kong, Taiwan and China.

TIC is a new interactive television channel, founded by Mr. Robert Chua, pioneer in television business in Hong Kong and Asia. The new channel has a wide variety of interactive programming, which combine the Internet, telephone, broadband and wireless technology.

The knowledge Icareus has in cross media content management and experience in building interactive TV channels lead to this cooperation. According to the contract Icareus will be the main consultancy partner in the roll-out. "We are building Asia's first 24 hours TV-based interactive TV Channel with the technical assistance from Icareus to create the technology needed to make that happen" says Mr. Robert Chua.

"I believe that strong packages including both content and technology - turn-key TV channels - will be one of the biggest successes in the digital TV era." says Mr. Mikko Karppinen Icareus' Technology Director. "This is what has been built at TIC, a complete offering for a broadcaster", he continues.

The co-operation between the two companies will start immediately.

About TIC and Robert Chua

One of the most influential personalities in Asian media, Robert Chua is regarded by television industry executives worldwide as a significant resource for Asian co-production, distribution and consultation services. Shanghai Media Group currently appoints him as a programme consultant.

A 40-year television veteran recognized for having pioneered terrestrial television in Hong Kong in 1967, Chua was one of the first executive producers at Hong Kong's TVB – the market's first terrestrial TV station – bringing the first ever live programming to Hong Kong, including the variety program "Enjoy Yourself Tonight" and the first Miss Hong Kong pageant. In March 1995, Chua launched the Chinese language satellite TV service China Entertainment Television Broadcast Ltd (CETV,) which was acquired by AOL/Time Warner in 2000. Chua recently sold his entire shareholdings to Tom Group and AOL/Time Warner to focus on creating formats. He is now the founder and chairman of 'The Interactive Channel'.

About Icareus

Icareus is a software and consulting company which provides content expertise for interactive television. Development work in emerging platforms, such as iTV, is the basis of Icareus's operations, although Icareus offers also wide range of Internet and mobile products and services. For example, Icareus was the first company in the world which piloted insurance services through DVB-MHP iTV. Through its products and services Icareus makes an effort to help both companies and consumers utilize the potential of digital media. Icareus co-operates with leading Finnish and international companies. Icareus group consists of three different companies: Icareus Ltd., Icareus Solutions Ltd. and Icareus Media Services Ltd. The Managing Director of Icareus is Toni Leiponen. See further information at: www.icareus.com

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