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KTECH TO INTRODUCE A DIGITAL PROGRAM INSERTER

Seamless digital ad inserter to be demo'ed at the upcoming Cable-Tec show in Philadelphia (May 11th – 14th)

Chatsworth, CA – May 6, 2003 – KTech Telecom, the leader in Digital Broadcast and Digital Cable technologies, today announced its plan to demo a seamless digital ad inserter, model number DPI-150E, at the SCTE (Society of Cable and Telecommunications Engineers) Cable-Tec show held in Philadelphia between May 11th through the 14th, 2003.

The need for a local ad insertion by digital television broadcasters and digital cable head-end plants has already been well documented. Better targeted, local advertising insertion by the local network television affiliates and cable operators has almost become a necessity in today's competitive media market where the audience continues to be more segmented and the competing media have been chipping away at terrestrial and satellite television's mass media appeal. \$ 4 billion and growing, the local advertising revenues are thought to offset some of the digital television transition costs.

KTech's new technology involves detecting the SCTE's (Society of Cable and Telecommunications Engineers) DVS (Digital Video Subcommittee) cue signal and then splicing the MPEG2 Transport Stream at the splicing points which are usually found at the beginning and at the end of GOP (Group of Pictures). Digital ad stored in the ad server then is inserted in the transport stream seamlessly, creating a digital-in-digital local ad.

The equipment fully complies with the DVB- and SCTE DVS-253 standards, and the product's development effort has been assisted by Cablelabs, a non-profit cable standards organization located near Denver, Colorado.

According to the Sales Director at KTech Telecom, Romeo Castillo, Digital Program Insertion (DPI) solutions already exist but at a very high cost. "KTech's introduction of digital ad inserter reemphasizes KTech's commitment to provide reliable, yet affordable solutions to high cost of digital transition," according to Romeo Castillo.

Demo Schedule and Product Availability

The demo is to be shown during the Cable-Tec show (Philadelphia, May 11th through May 14th) between the exhibitor's hours at KTech booth (booth number 1005). The seamless digital ad inserter is expected to be finished by the second quarter of 2003, and the production lead-time is expected to be 4 weeks once the full production starts shortly afterwards. The model number for this equipment is DPI-150E.

About KTech Telecom

Since 1995, privately held KTech Telecom has been producing quality broadcast products such as an 8-VSB modulator, a Static PSIP Generator, a 100W - 3KW DTV Transmitter, an 8-VSB Translator, a DTV null packet generator, an 8-VSB Professional Receiver, and an MPEG2 transport stream generator/recorder. KTech representatives can be reached by phone at (818) 773-0333 or by e-mail at sales@ktechtelecom.com KTech's website is at : <http://www.ktechtelecom.com>

Ad Inserter

Application Block Diagram

Satellite Feed

