



Digital TV: RTL NEWMEDIA goes for "pontegra"

MHP browser of the Bertelsmann subsidiary Nionex will provide the digital media service "RTL WORLD TV Interactive" for TV screens in the future

RTL NEWMEDIA has placed its confidence in Nionex know-how. The 100% RTL subsidiary will already be using the MHP browser "pontegra" for digital TV from the technology provider Nionex, a part of the DirectGroup Bertelsmann, at the IFA 2003.

Both companies have been working substantially for years towards the introduction of MHP (Multimedia Home Platform)*, the standard for digital, interactive television. RTL MEWMEDIA has been broadcasting the media service "RTL WORLD TV Interactive" over satellite since July 2002, making the company the first content service provider to offer MHP services in Germany. In turn, Nionex GmbH has specialized in browser technology and content management systems for the TV of the future and in 2002 it launched "pontegra", the worldwide first MHP browser based on the open standard DVB-HTML.

RTL NEWMEDIA will completely convert its MHP service to "pontegra" for the IFA 2003. One decisive advantage of the open system: Both the development of new, interactive applications and the up-dating of existing contents are a lot easier. Thanks to "pontegra", Web designers with HTML know-how can transfer contents and layout from the Internet into interactive TV without any problem. Java programming, which is expensive, time-consuming, and complex, is eliminated. This is an important step towards helping MHP to a successful breakthrough.

Jürgen Sewczyk, technical director at RTL NEWMEDIA states, "The 'pontegra' concept and its range of functions have convinced us. With the technology developed by Nionex we can develop and operate our MHP service not only faster but also for lower costs in the future."

Horst Gosewehr, managing director of Nionex GmbH says, "We are happy to have gained RTL NEWMEDIA as a new 'pontegra' user. The well-considered choice of one of the leading companies offering MHP services in Germany for 'pontegra' has given us confirmation that 'pontegra's' open concept will make a substantial contribution towards economically developing and operating MHP services."

*DVB and MHP are registered trademarks of the DVB Project.

About NIONEX GmbH

Nionex GmbH, the technology company within the Wissen Media Group (DirectGroup Bertelsmann), is one of the leading providers offering content management solutions and digital

publishing. As a system integrator for content management solutions, this technology provider offers the whole spectrum of services: from developing the concept over the technical implementation to the construction of complete Internet or iTV platforms. Nionex's extensive know-how has, among other successful endeavors, been demonstrated by wissen.de, for whose accomplishment Nionex was responsible. The managing director of Nionex is Horst Gosewehr. For further information, contact www.nionex.com.

About RTL NEWMEDIA GmbH

RTL NEWMEDIA is a 100% subsidiary of RTL and is responsible for the digital and interactive activities of RTL, the German TV market leader, as well as for the broadcasters RTL II, Super RTL and VOX. Under the brand RTL WORLD, RTL NEWMEDIA produces contents and services for all platforms of the new media and presents its contents in the Internet, in digital television, as well as on mobile consumer equipment. In the Internet, RTL NEWMEDIA is one of the most successful content service providers in Germany. Here the network RTL WORLD reaches up to 400 million page impressions monthly according to IVW. The RTL homepage www.RTL.de is one of the top sites under the category of general interest.

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