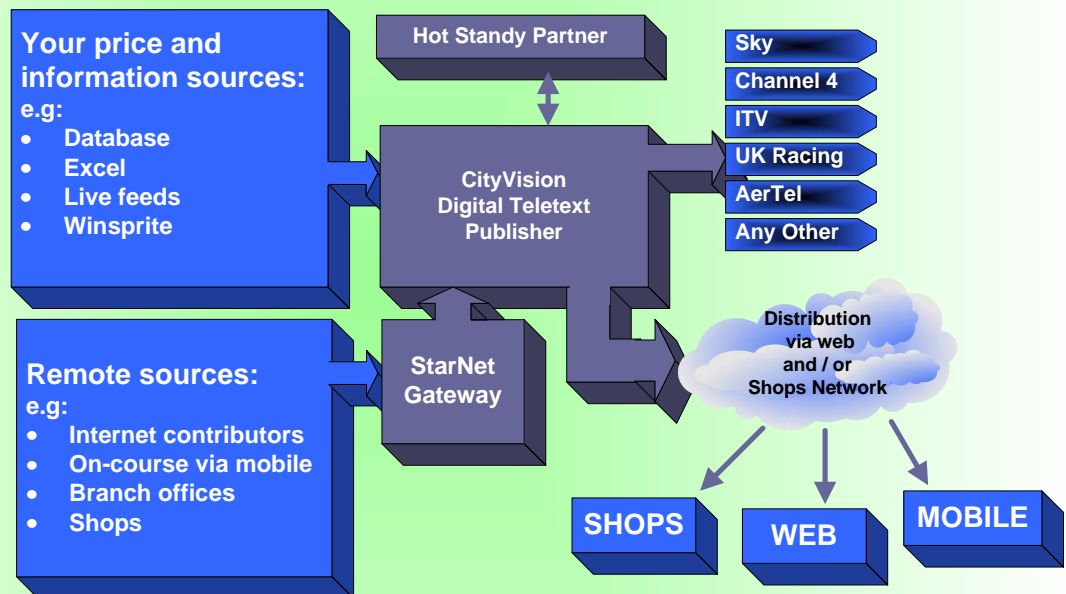


# CityVision Digital Teletext Publisher

## Automatic publishing to multiple digital channels

Arcotech's Digital Teletext Publisher (DTP) is designed to simplify automated live information publishing to digital teletext channels. It also opens other opportunities for price distribution and ease of access by your customers.

- Increase accuracy, control and timeliness of contributions
- Fast, efficient and reliable system
- Reduce staff labour and manual errors
- Independent handling of all destinations – maximise service up-time
- Extend automatic publishing to other media including web and mobile phones
- Integrates with Arcotech's analogue teletext system
- Windows based GUIs for simple setup, control and operational visibility



DTP enables you to **send live information to multiple digital teletext destinations**, automatically and with the minimum of operational overhead.

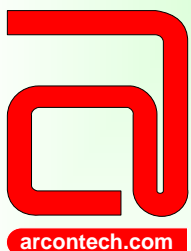
Updates are sent simultaneously, consistently and independently for each destination, from single or multiple inputs. This eliminates duplicate data entry time, reduces administration and **removes manual errors and delays** often caused by multiple data entry into different systems.

Arcotech's solution will **receive live data** from a variety of sources, format the data according to your preferred teletext page templates and **publish in real-time** to the appropriate destinations in the correct format.

A Windows™ desktop application allows you easily to specify exactly what information should appear where on which pages. The central system then keeps the pages **bang up to date** with data from your chosen sources, with **no manual intervention** required. However, knowing the dynamic nature of many applications, including sports betting, you retain instant flexible, dynamic control of data sources and destination pages.

Naturally, DTP interoperates with other CityVision components including existing analogue teletext installations. Thus you can preserve and benefit from your existing investment in CityVision.

Additional StarNet™ components let you integrate WANs, LANs, the Internet and mobile networks to form a complete **global distribution infrastructure**, with full control over user access.



# Digital Teletext Publisher Questions & Answers

**Q: How will the solution be deployed? What is the architecture?**

**Answer:** A Client-Server architecture is used running on Microsoft Windows™ technology. A desktop application is installed for each user of the system. This lets you define the page contents and routing to different destinations. It sends these definitions to servers which retrieve data from the various sources and send the pages as instructed.

**Q: How will it interact with existing systems?**

**Answer:** DTP sends data using an interface supplied by Teletext. This uses tcp/ip over the Internet, VPN or leased lines as appropriate. Data from existing in-house systems can be pushed into DTP using various means, including the CityVision API, database add-ins and Excel spreadsheets.

**Q: Will DTP integrate with our existing CityVision analogue system?**

**Answer:** Certainly. DTP reuses and adds value to your existing investment. No further development or integration work should be required – the enhanced system will service both analogue, digital and other destinations, such as mobile phones.

**Q: Can I re-use my existing analogue page definitions?**

**Answer:** Yes, to some extent. You can copy and paste data definitions between analogue and digital to ease setup. Unfortunately digital teletext does not support the formats and graphics that you may be using in your current pages.

**Q: Will we need to do any work before implementation?**

**Answer:** It depends. If you are already using CityVision, you should not need to do any further work, as your information will already be available to the system. If you are a new customer, a small amount of integration work is required to push data into CityVision from your data source(s).

**Q: Will DTP handle “dynamic data” such as ‘Off’ messages?**

**Answer:** DTP will handle any dynamic data that is available to it. With the addition of the calculation engine, rules can be applied to automate the handling, timing and dynamic content of updates.

**Q: How fast is it? What guarantee are there for speed of updates?**

**Answer:** The core DTP technology was designed for real-time financial markets data. It can handle well over 50,000 updates per second. We guarantee that the system will be as fast as the destination will allow.

**Q: How will we manage the pages on a day-to-day basis?**

**Answer:** The simple desktop GUI applications let you define and control the content and routing of pages to each destination. In addition, you can schedule page use in advance for different events throughout the day. Manual override is always available if required.

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Arcontech is an award-winning software specialist providing cost-effective real-time software solutions for sports betting and financial trading organisations.

Formed in 1979, Arcontech has thrived due to timely delivery of dependable and reliable applications. Its diverse clients include national government, central and investment banking, Internet bookmakers, data vendors and on-line trading firms.

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CityVision StarNet DTP

