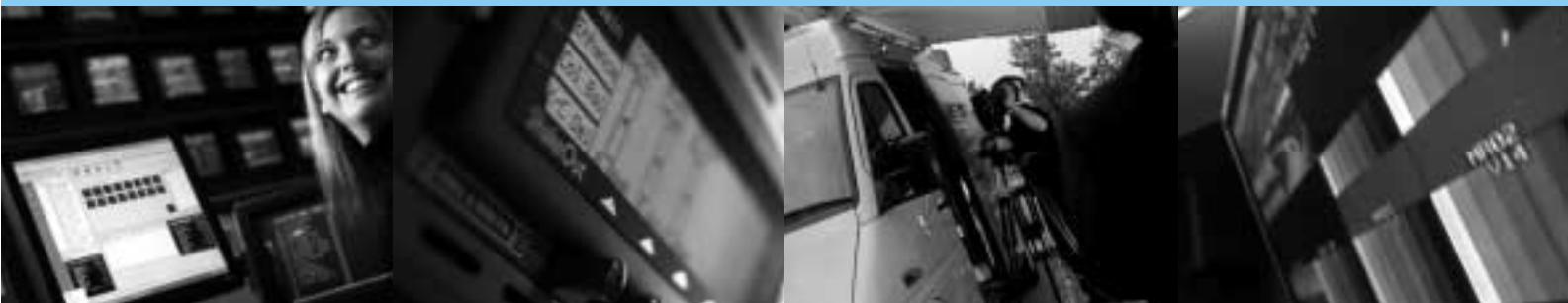


SIS's core business is the collation, management and distribution of business critical data. SIS is the trusted partner of many FTSE 100 companies.

Markets around the world entrust SIS with their vital data, as well as commissioning the company to produce live and recorded programming. SIS is dedicated to delivering both programming and data – when, where and how they are needed.



**Broadcasting remains a key area of expertise for SIS.** It is one of the most experienced television production and outside broadcast companies in Europe, and the leading supplier of television programming and sports data to licensed betting offices. In 1987, SIS became the first broadcaster in the world to create a dedicated specialist sports channel for the UK betting market. Now, betting markets around the globe receive a service from SIS that includes live worldwide sports coverage.

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communication **innovation** integration

Every year, SIS produces and broadcasts thousands of hours of live programming from around the world using advanced satellite technology.

#### Broadcast

SIS is a highly experienced and technically advanced broadcaster. From its UK origins it has extended its reach throughout Europe and across the globe. Using its own extensive fleet of state-of-the-art uplink trucks, SIS transmits tens of thousands of hours of live broadcasting every year. Many of the world's major news stories and live events are transmitted by SIS.

SIS doesn't just broadcast programmes – it makes them too. With proven content-sourcing, presenting and production skills, plus technically-advanced studio and editing suites, SIS has all the facilities and skills you would expect of a world-class programme maker.

SIS's products are designed to give bookmakers more content, greater flexibility, better delivery and total system control.

#### Bookmaker

Thousands of bookmakers in the UK and Ireland, as well as many in other parts of the world, rely on picture and data services from SIS. Live racing coverage plus the vital data that enables every bet on a horse or greyhound race to be placed and settled accurately is collated, managed and distributed by a single company – SIS. Racing isn't the only sport SIS covers: football, rugby, cricket and many more events are constantly being added to SIS's content service to increase choice for customers and provide bookmakers with an even better service.



SIS's knowledge of the bookmaking industry enables it to anticipate trends and new directions and respond with innovative products and services that focus on what's important: more content, greater flexibility, better delivery and total systems control. SIS understands the needs of its customer whether this is a sole proprietor or a multi-national chain.

#### Customer Service

Customer service and technical excellence are central to the SIS approach. In-house technical experts design, test and build all SIS systems to produce robust, integrated solutions. Every day, a dedicated team of SIS's own field and bench engineers installs, supports and services business critical systems throughout the country. Whatever the size of your company or the complexity of your requirement, SIS is there to help.



Customer service and technical excellence are central to the SIS approach, from product testing, to engineering services and helpdesk support.

communication

innovation

integration



#### Data

SIS collates, manages and distributes millions of pieces of discrete data in real time 365 days a year. Without this vital data, many businesses simply could not function. Data is critical to every business SIS deals with, whether it's the data on a horse race that enables a bookmaker to take bets, or the information fed to digital signage systems that helps retailers, transport companies and many other businesses keep their customers constantly updated.

This raw data is only the start – it's what you do with it that counts. SIS enhances the value of data by designing solutions specific to our customers' needs.

SIS collates, manages and distributes millions of pieces of vital data in real time 365 days a year.

SIS has applied its vast broadcasting expertise and advanced technology to the exciting new areas of Retail TV and digital signage.



#### Retail TV

Gone are the days when a TV just sat in the corner of the living room. Now, television is all around us – in shopping malls and supermarkets, in offices, on station forecourts and in homes. With a keen eye on growth areas and new media, SIS identified Retail TV and digital signage as exciting new areas in which to apply its advanced technology and the skills and expertise gained during its many years as a broadcaster.

Many businesses confirm an uplift in sales and a reduction in operating costs directly resulting from Retail TV solutions, whether used for broadcasting specific promotions, raising brand awareness, training staff or just keeping customers informed, educated and entertained. SIS can deliver these benefits by creating, producing and delivering engaging and informative programming, wherever it is needed.

#### The Future

The nature of communication is constantly changing. Every day, people demand more information to be delivered with accuracy and speed. Only an innovative business like SIS can keep ahead of this requirement. Innovation is integral to the company's approach, from the way people think to the way products are designed.

SIS invests heavily in future developments and partners with technology leaders in every field. But progress needn't mean disruption: SIS solutions are designed to be integrated into existing architecture without interrupting your business. Everything SIS does will reflect the understanding, technical excellence and first class support its customers rely on today.

Every day, people demand more information to be delivered with accuracy and speed. Only an innovative business like SIS can keep ahead of this demand.