



Sigma Systems Named Finalist for IPTV World Series Award

Subscriber Information Service shortlisted for 'Best IPTV Service Delivery Platform or Client Software'

TORONTO, February 25, 2010 — [Sigma Systems](#), an industry leader in Advanced IP Service Fulfillment solutions, announced today that its [Subscriber Information Service for advanced advertising](#) has been named a finalist for the IPTV World Series Awards in the category of "Best IPTV Service Delivery Platform or Client Software."

Sponsored by Informa Telecoms & Media, the IPTV World Series Awards recognizes companies for quality, innovation and leadership in IP-based video and related services.

Sigma Systems' Subscriber Information Service is a key element in the emerging area of advanced advertising, and Sigma Systems has taken a leadership role in establishing an advanced advertising ecosystem. The Subscriber Information Service provides IPTV operators with a solution for audience qualification, while protecting subscribers' identification and privacy. The increased consumer adoption of IP-based video, such as Video on Demand (VOD), converged communications and TV Everywhere, has opened the door for entertainment and communications providers to deliver higher levels of personalization and interaction to the viewer. With the SCTE 130-compliant Subscriber Information Service, operators can understand their customers—including demographics, preferences and services available—to enable addressable campaigns for advertisers across three screens.

"Being named a finalist for the IPTV World Series Awards is recognition that Sigma Systems continues to deliver innovative solutions for service fulfillment and advanced advertising," said Preston Gilmer, vice president of Marketing at Sigma Systems. "IPTV operators that want to expand their revenue opportunities can rely on our Subscriber Information Service to provide advertisers with the audience qualification with privacy protection needed for addressable, personalized advertising."

Subscriber knowledge generated through the Subscriber Information Service also allows [next-generation operators](#) to develop personalized in-house campaigns and take advantage of up-sell opportunities.

This is the second consecutive year that Sigma Systems has been named a finalist by Informa Telecoms & Media in the IPTV World Series Awards. In 2009, Sigma Systems' IPTV Service Fulfillment solution was a finalist in the category of "Best IPTV Service Delivery Platform."

The Award Winners will be announced at the IPTV Awards Gala Evening, held Tuesday, 23 March, the first day of the IPTV World Forum. Sigma Systems is a Silver Sponsor of the IPTV World Forum.

Visit the Sigma Systems at booth #199 for demonstrations of the Subscriber Information Service and the [telecom triple-play service fulfillment solution](#).

About Sigma Systems

Sigma Systems is the proven global leader in delivering advanced IP service fulfillment solutions. Sigma Systems' powerful solutions enable the world's [Next-Generation Operators \(NGOs\)](#) to *Deliver a Rich Consumer Experience* through communications and entertainment services—over any access technology to any device. The company's award-winning solutions include order management, provisioning and activation, and active mediation of residential and business VoIP, broadband, video, and triple-play and quad-play services. NGOs around the globe — including Bell Aliant, Cox, Rogers, TELUS, YouSee and ZON Multimedia — trust Sigma Systems for service transformation and innovative solutions with market-leading expertise for the delivery of today's—and tomorrow's—new services. For more information about Sigma Systems, visit <http://www.sigma-systems.com>.

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