

## **VECTORBOX Tatamia Interactive Music Channel**

VECTORBOX has been providing playout for interactive and music channels for some time now, the combination of enhanced graphics for channel branding and fully automatic playout via .XML remoting has won many music SMS chat and jukebox customers across Europe. The company has recently consolidated its role in this sector of the market with the introduction of VECTORBOX Tatamia Interactive Channel - a brand new system for interactive and music channels,.

VECTORBOX Tatamia is a deliberate move to provide a quickly available, reliable and integrated system in the growing music and chat television market. This turnkey system is built around the new VECTORBOX 6000 playout and can be connected to any telecom gateway and ready to go on air in weeks with dynamic SMS, E-mail and MMS displayed in easy to create and insert graphics templates. 'This is a competitive market where customers have no time to waste on integration and where the audience is young and demanding, in other words, where the channel must get in first and look great if it is to succeed' says the Vector 3 General Manager, Roman Ceano. This philosophy has already scored hits with new installations in the Baltics as well as in Russia within the first two months.

Vector 3 will be showing VECTORBOX Tatamia on stand 7.P3-12 at this year's Broadcast Asia.