

# never.no to Introduce Cloud-Based Interactivity Suite at IBC2010

Super-Functional IS Platform Makes It Easy, Affordable for Broadcasters to Reap Benefits of Social Media

OSLO, Norway Sept. 6, 2010--never.no today announced an IBC2010 launch for the cloud-based never.no Interactivity Suite (IS), a super-functional platform that enables broadcasters and other media enterprises to quickly and cost-effectively reap the viewer- and advertiser-pleasing benefits of interactive services, including social media. never.no IS is the first-ever interactivity toolkit that enables the user to work across any mass media platform (including Facebook , mobile, broadcast, and digital signage) without writing a line of code.

"never.no IS represents 10 years of never.no's accumulated experience, expertise, and hard work bundled together for the benefit of a wide variety of customers," said Lars Lauritzsen, never.no CEO. "An expansive, proven toolkit for interactivity, never.no IS ultimately empowers the user to develop his own interactive services. And by making all that capability available in a cloud-based platform, we eliminate a lot of the time, headaches, and up-front costs traditionally required, thus dramatically lowering the entry threshold."

Today broadcasters of all sizes are experimenting with integrating viewer-generated content like Twitter®, ç feeds, Facebook posts, and SMS messages into the broadcast infrastructure. Benefits for audience and broadcaster include faster access to information as well as a sense of mutual engagement. Until now, though, broadcasters seeking these advantages had to write custom applications and integrations, an expensive, time-consuming, and potentially error-prone proposition.

never.no IS takes all the functionality of a long line of reliable never.no-developed services, including viewer polls, votes, chat, Twitter-to-screen, and Facebook-to-screen, and bundles them into one package that runs in the cloud. By connecting with more than 70 industry-standard protocols, including social site APIs and broadcast commands, never.no IS gives users everything they need to build, deploy, and maintain interactive services across multiple platforms.

never.no is the award-winning developer of an innovative and advanced interactive platform that modifies broadcast playout, digital screen applications, or any other display type based on user-submitted content or other data sources. With cloud-based never.no IS, the company for the first time enables broadcasters of all sizes to reap the benefits of interactivity and social media without having to make fundamental infrastructure changes, software installations, or a huge investment.

More information about never.no products is available at [www.never.no](http://www.never.no) or by phone at +47 22 01 66 20.

About never.no

never.no's award-winning interactive technology connects broadcasters, brands, outdoor media owners, and digital screen networks with online and mobile consumers. By dynamically modifying playout, schedules, and graphics based on viewer-generated or other internal and external inputs, the Interactivity Suite is ideal for the converging digital media market. The versatile never.no product suite works with traditional TV, Web TV, IPTV, digital signage, and mobile platforms. never.no technology powers a variety of high-profile interactive formats, including entire TV channels. In operation since 1999, never.no has data centers in Oslo, Norway; Los Angeles; and Dubai; and a global customer base including top brands such as Active Loop Television, Aspiro, CTVGlobeMedia, Etisalat, Music Choice, MyThum Interactive,

Rubicon TV, TV Norge, TV2, and Viasat. More information about never.no products is available at [www.never.no](http://www.never.no)

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