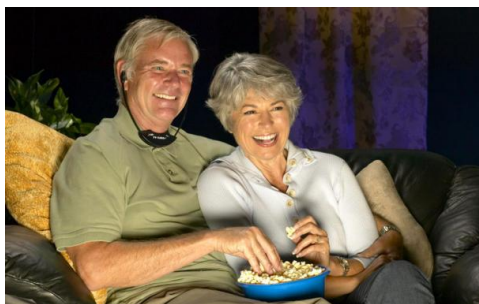


PRESS RELEASE

AUDEMAT: PARTNER OF SENIOR CHANNEL PROJECT



Bordeaux-Mérignac, June 6th 2011 - Audemat are pleased to announce their participation in the SeniorChannel project, an initiative supported by the European Union and the French National Research Agency to encourage greater interaction between senior citizens and the wider community.

SeniorChannel is an Interactive Internet Protocol Television Channel (SENIORCHANNEL) that will not only provide elderly people with a method of interacting but also with a unique means of access to the range of diverse activities in their community.

Audemat, an international manufacturer of broadcast equipment based in Bordeaux-Mérignac has applied its considerable R&D skills and abilities to take an active role in this project. The team have undertaken the design and manufacture of a set-top box, installed a Video Database Server for Video on Demand and participated in the test phase of the project.

Audemat president, Bruno Rost, stated, *"We are delighted to play a critical role in such an important project and will work hard to ensure its success."*

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About the Senior Channel project

The goal in project SeniorChannel is to integrate innovative technologies and high added value content in order to provide elderly people with an opportunity to interact and share their knowledge, opinions and aspirations with the wider community and derive enjoyment from the experience.

Furthermore, SeniorChannel will give elderly care professionals an innovative approach to developing and managing the specific social needs of the elderly in the wider community.

To achieve this goal, SeniorChannel will develop an Interactive Internet Protocol Television Channel (SENIORCHANNEL) that will not only provide elderly people with a method of interacting but also with a unique means of access to the range of diverse activities in their community including the opportunity to share knowledge and experience, the ability to participate in topical debates, entertainment services, work-shops and discussion groups regardless of their geographical location.

The unique approach to be adopted by the SeniorChannel consortium is to develop and implement a low cost, easy-to-use, integrated TV studio and production centre that will enable community driven broadcasting. SeniorChannel will also provide new business opportunities through direct access to a growing segment in the market.

Why Senior Channel project?

The vision in project SeniorChannel is based on the assumption that the quality of life for elderly people in our communities will be improved if advanced network technologies can be used to facilitate engagement and interaction amongst the elderly, both directly and indirectly. As people get older, their roles in life and the community change.

They retire from professional life and relinquish the responsibility that comes with parenthood, this can lead to disengagement as they feel their **involvement in society** is less valued compared to when they were younger and more active. SeniorChannel will provide a direct improvement to the quality of life for elderly people by offering a practical solution to addressing this issue by giving elderly people a means of engaging in, and contributing to, their communities while providing an indirect improvement to quality of life by raising the profile of elderly issues and concerns in society.

Moreover, SeniorChannel will improve **the quality of life of elderly people** by providing a means by which the elderly can express their creative talents, share their experience, their hopes and aspirations for the benefit of society as a whole.

Other partners

Consortium members

- ✓ Indra Software Labs
- ✓ University of Padova
- ✓ Brainstorm Multimedia
- ✓ Audemat

Subcontractors

- ✓ Cedetel
- ✓ InnovaTec
- ✓ WhiteLoop
- ✓ WinMedia

Financial support



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Project information:

Start date: 1/03/2010

End date: 28/02/2013

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