
THE WEATHER CHANNEL TO DEMONSTRATE INTERACTIVE TV PROGRAMMING BUILT WITH VIDDIOM SYSTEMS TECHNOLOGY FOR OPENCABLE™ PLATFORM

December 2, 2003, ATLANTA, GA -- The Weather Channel will demonstrate an OpenCable OCAP™ compliant version of its Interactive Television offering, Instant Weather by The Weather Channel, at The Western Show. The Weather Channel developed the product using Vidiom Systems' new VISION Workbench™ development tools. The demonstration will take place at the CableNET® exhibit December 2-5, 2003 at the Anaheim Convention Center.

The Weather Channel, always at the forefront of new development for ITV, is the first network to build an ITV application with Vidiom Systems' VISION Workbench environment. "We are pleased to work with Vidiom Systems to demonstrate an exciting new product. The OCAP technology will allow us to include VOD and live radar maps in the future, content previously not available on The Weather Channel's ITV products," said Lisa Shankle, vice president of ITV and VOD at The Weather Channel.

"From a development perspective, Vidiom Systems' tools have helped us to create a far richer ITV environment," added Tom Pratt, vice president of Programming and Product Development at The Weather Channel.

VISION Workbench is the industry's first complete development environment for the OCAP platform. The advantage of VISION Workbench is that it provides the industry's only OCAP client and headend simulation tools, allowing for complete application development on one PC.

“We are excited to have a popular programmer with the well-known name and reputation of The Weather Channel using our VISION Workbench tools to build their next generation of ITV applications. We believe that involvement from companies like The Weather Channel will advance ITV in today’s marketplace and ultimately make OCAP successful,” said Timothy Wahlers, President and CEO at Vidiom Systems.

About Vidiom Systems

Vidiom Systems Corporation is an established leader in providing iTV solutions. Vidiom's staff are pioneers in the iTV and multimedia industry with expertise in software design, consulting, documentation services and training, offering a unique set of skills for any iTV project. Vidiom Systems is a privately held corporation founded in 1997 with headquarters near Boulder, Colorado and additional engineering offices in Portland, Oregon and Des Moines, Iowa.

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