

KeyMS iDTV Application approved for launch by BSkyB

Submitted by: KeyMS

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KeyMS is pleased to announce the successful BSkyB iDTV SSSL pass for gobarkingmad, the live interactive racing TV channel powered by KeyMS technology.

KeyMS has been the lead Technology Partner to Gaming Insight PLC on the gobarkingmad project since its inception, and has been instrumental in the delivery of the technology solution for gobarkingmad on the Internet and Interactive Television.

David Sanderson, Chief Executive of Gaming Insight plc said: "After a very long road I am delighted to confirm that gobarkingmad will be going live, with full interactive betting, on Sky digital channel 414 on Monday 24 June. This is a major breakthrough – only made possible by the support of our key technical partners and suppliers."

Commenting on the progress of the interactive application, Tobin Ireland, Commercial Director of Sky Interactive said "We have been working closely with the gobarkingmad team over the last month to fully test the application for the digital satellite platform. The application is now fully functional and we look forward to welcoming GBM's fully interactive service to the platform".

About KeyMS:

Key Management Systems Ltd (KeyMS), founded in 1997, is a leading UK based high-end Internet technology specialist. Successful projects encompass Internet, Wireless and iDTV solutions. KeyMS has developed custom e-business software for clients such as Dell Financial Services, Electrolux, GE Capital, Global Crossing, Hewlett Packard and Sun Microsystems.

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