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CONTACT:

Emilie Krumm

Cine-tal

emkrumm@cine-tal.com

317.576.0091 x137

Cine-tal Systems Adds InnoMedia Systems Ltd. as Authorized Service Center for Europe

INDIANAPOLIS, November 3, 2008 - Cine-tal Systems (www.cine-tal.com) has added UK-based InnoMedia Systems Ltd. (www.innomedia.co.uk) as an Authorized Service Center serving Western Europe and Turkey. In an effort to provide 24 hour turn around time and customer support on a global basis, InnoMedia joins Imagica Digix in Tokyo; Janusz Rupik PVP Sp.z.o.o. in Poland and Cine-tal Headquarters in Indianapolis as Cine-tal Authorized Service Centers.

InnoMedia, Cine-tal's Master Distributor in Western Europe and Turkey, is a leading distributor of high definition test, imaging and interface tools used in the broadcast market. The company has developed a large network of resellers throughout Europe, including France, Italy, Spain and Greece.

"Europe is a very important market and we have a large and growing customer base in the U.K. and throughout the continent," said Cine-tal Systems Director of Customer Care Bob Caldwell. "We want to ensure that those customers have direct access to qualified, trained support technicians who can quickly address any issues that may arise and ensure they derive maximum value from our products."

As Master Distributor for Western Europe, InnoMedia currently offers customers pre-sales support and product demonstrations. Moving forward as an Authorized Service Center they will provide post-sales customer support, as well as systems repair and technical support. To qualify as Authorized Service Center technicians, staff from InnoMedia underwent rigorous training from Cine-tal representatives, encompassing the company's entire product line of LCD display systems, display processors and color management technology.

Round-the-clock emergency support is also available through support@cine-tal.com and the Cine-tal support line +1.317.576.0091 ext.310. Additional Authorized Service Centers are planned as Cine-tal continues to grow its global support network.

About InnoMedia

InnoMedia Systems Ltd is a UK based, specialist importer and distributor for leading edge High Definition broadcast and cinematographic hardware and software. It has established a network of resellers across Western Europe and has an extensive customer base comprising broadcasters, production and post production companies, outside broadcasters, system integrators and OEM manufacturers. The product portfolio covers

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HiDef LCD monitors and 3D monitoring solutions, signal test and measurement equipment, camera alignment charts, colour management software and various broadcast data stream interfacing, conversion and connection technologies.

InnoMedia is based in Ipswich and Newbury, UK. For more information, call +44 1473 231963 or go to www.innomediamedia.co.uk

About Cine-tal

Cine-tal Systems develops display, collaboration and image processing solutions for digital cinema and video production and post production. Cine-tal is a privately held company based in Indianapolis, Indiana. For more information, call (317) 576-0091 or visit www.cine-tal.com.

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