



TELVue CORPORATION
16000 HORIZON WAY, SUITE 500
MT. LAUREL, NJ 08054

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PR Contact: Paul Andrews, TelVue Corp.
800-885-8886 x102
pandrews@telvue.com

TelVue Corporation and Display Systems International Automate EPG Data Transfers for Local Origination and Leased Access Channels

Eliminates Costly Manual Entry Of Local Origination EPG Data

July 21, 2011 - (Mount Laurel, NJ) TelVue Corporation (OTCQB: TEVE), the innovation leader in IP broadcast servers, and Display Systems International (DSI), the third largest provider of scrolling TV listings in North America, today announced they have automated the publishing of Electronic Programming Guide (EPG) data between the TelVue Princeton™ and HyperCaster™ lines of digital broadcast servers and the DSI program guide system.

The seamless and automatic integration between the TelVue and DSI systems allows operators to increase the viewership and value of locally originated channels without having to manually enter guide data. Prior to this level of integration, most locally originated and leased access channels would have empty or “catch-all” descriptions. The data exchange between the scheduling and program guide applications leverages the open standard XMLTV format, a popular XML based file format for describing TV listings.

“The increased visibility of locally originated channels, combined with the higher programming production value made possible by the TelVue Princeton™ and HyperCaster™ broadcast server’s all-digital workflows, means operators can now take full marketing advantage of this important class of programming. Locally originated channels are differentiators for operators as more television viewers today expect and look for a wide range of programming including programming of hyperlocal relevance. They also offer a mechanism for enhanced revenue generation through local advertising. Leased access channels, including revenue-sharing Infomercial services, also become more successful for both the service supplier and the operator as result of this enhanced program guide visibility and increased viewership,” said Jesse Lerman, CEO, for TelVue Corporation.

“This is another step in our tradition of providing cost saving products and services for pay-tv operators enabling them to provide the enhanced services that today’s modern end-users are demanding. In fact, this is the first instance of its kind whereby EPG data transfers are fully-automated for locally originated channels.” said Dale Lemke, President and CEO, Display Systems International. “The partnership with TelVue allows us to eliminate any additional fees and extra time that used to be associated with custom EPG data insertion.”

About TelVue Corporation

TelVue Corporation is a broadcast technology innovator and leader in high quality, cost-effective hyperlocal and community television broadcast delivery. Core markets include: Pro Broadcast, Cable, Telco, College Broadcast and University Television, K-12, PEG, and Government. TelVue's professional quality equipment and services, including digital broadcast servers, live Internet streaming, IP video on demand (VOD) services, and web-based digital signage, enable our customers to dramatically improve and enhance their cable and web-based broadcast capabilities, reduce costs, and be better positioned to meet the new challenges of a rapidly evolving media landscape. For more information on TelVue, please visit <http://www.TelVue.com>.

About Display Systems International

Display Systems International, the third largest provider of scrolling TV listings channels, has been providing data services for its passive program guide service for the past 7 years and has been offering local origination equipment to cable companies since 1983. DSI's listings service currently supports over 3 million subscribers throughout the United States and Canada. DSI has always offered small, independent operators products and services as an affordable alternative to other providers. For more information on DSI, please visit <http://www.displaysystemsintl.com>.