



Press Release

Stockholm October 28, 1999

Break through order in USA for Limt within TV-Automation

Limt has received an order for its TV-Automation system, Multi-Caster. This is the first order in the US market for the company, and a breakthrough within this segment. The buyer Gans Multimedia will install the system at WLYN-TV in Pennsylvania.

Kaj Björkman, President and CEO of Limt AB :

"This is an important break through and a recognition of Limt and our Multi-Caster system within a new market segment with a large potential".

"Limt intends to invest considerable resources to become a leading actor within TV-Automation. There are over 6000 TV-stations world-wide, which will need different levels of automation in the transition to digital broadcast. We now have, after a period of product development, a very competitive total automation solution. Our product portfolio has been extended, including both solutions for TV-Automation as well as established products for "local TV-advertising", giving Limt a growth potential within the area of digital TV, where we intend to be a leading supplier".

Limt's system for TV-Automation, "Multi-Caster", is addressing TV-Broadcast stations that have a need to control and operate in a multi-channel environment more efficiently, due to increased number of channels and services. This need is expected to grow considerably as the market transitions to digital broadcast.

Multi-Caster is considered as one of the most advanced systems for TV-Automation. The system has previously been sold to 3 cable-operators in Israel, where final testing and installation currently is in process.

Limt in brief

Limt is developing, manufacturing and marketing products and services for the TV industry, including TV-Automation and Remote ad insertion systems for distribution of spots in national or regional TV broadcasts. Limt supplies total system solutions with its own developed hard- and software. Limt is active in the market for Cable, Broadcast and Information Providers with a primary focus in USA and selected countries in Europe.

For additional information, please visit our home page at www.cml.com.

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