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**CUSTOM  
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DESIGN &  
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ASSOCIATION**

## **CEDIA AUSTRALASIA**

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### **FOR THE FIRST TIME AT THE AUSTRALASIAN CEDIA EXPO, NETWORK 10 WILL DEMONSTRATE INTERACTIVE TV**

*Once again, the CEDIA Expo 2002: Integrating The Future sets the standard for the most innovative custom technology available.*

Sydney, NSW Australia, May 3, 2002 --- The Custom Electronic Design and Installation Association (CEDIA) announced today that Network Ten would be participating in the **CEDIA Expo 2002: Integrating The Future**. On display at the Expo, Network Ten will demonstrate the latest interactive television (I-TV) function, the Pepsi Video Hits application.

“This is another exciting facet of our Expo this year,” said Kerrie Basha, Regional Coordinator of CEDIA Australasia. “Because CEDIA is an Association of diversified custom electronics, we have the capacity to embrace new technologies, especially technologies that are of a creative and more personal nature. I-TV is one more application that goes towards establishing truly custom electronics.”

“Interactive-DTV follows logical progression in building viewer relationships,” said Stephen Rubie, Technology Development Manager, Network 10. “Digital television allows broadcasters to offer more personalised information to consumers. Interactive-DTV is the next step in enhancing the viewing experience for consumers. The viewer can choose what they want to see and really immerse themselves in the program.”

Rubie, demonstrating an interactive Pepsi prototype application, will man the Network 10 Interactive-DTV stand. “The version of the application that we will be demonstrating at the CEDIA Expo is sponsored by Pepsi,” added Rubie. “They have really embraced the interactive technology and supported the creative integration process of DTV and the viewer.” The interactive technology is easy to use and major electronics manufacturers have plans to roll out interactive devices capable of supporting the DVB MHP standard. .

For more information on CEDIA, the CEDIA Expo, or Interactive DTV at the expo, please contact Kerrie Basha at [kerrie@cedia.com.au](mailto:kerrie@cedia.com.au) or by visiting [www.cedia.com.au](http://www.cedia.com.au).

#### **About CEDIA Australasia**

CEDIA was founded in the U.S. in September 1989 and has more than 1800 member companies worldwide. In 1994 Australasia became the first international chapter and is recognised as one of its greatest successes. CEDIA is recognised as the leading international trade association whose members specialise in the planning, design and installation of electronic systems. These typically include media rooms, single or multi-room entertainment systems, home automation and communication systems and integrated whole house sub-systems that provide control of entertainment, lighting, security and HVAC systems among others.