

"GOGO CLUB" iTV Multiplayer Channel Welcomes Summer with a New Backgammon Tournament

Tel Aviv, Israel, 19th July 2004 - Mars Gaming Ltd, a subsidiary of Pixel Technologies, introduces new Backgammon multiplayer tournament on "GOGO CLUB" – a multiplayer in teractive TV channel.

GOGO CLUB is pioneering Multiplayer games channel broadcasted on interactive TV. The national channel is offered on HOT (Israel's cable operator) digital platform. The channel is deployed using Pixel's advanced JIVE™ technology platform and content, which enables the operation and management of Multiplayer games and the provision and tracking of activity in the service.

In addition, the JIVE™ platform enables community features, such as: chat, user account management, invitations, auto match-up, registration, tournaments and more. The online multiplayer cross-platform gaming solution enables operators (Mobile and iTV), as well as content publishers and developers, to offer online multiplayer games and applications for their subscribers, independent of the client device, middleware or set-top box. JIVE™ is currently the most widely deployed platform for online gaming services worldwide.

Pixel is transforming the digital game services industry by providing advanced cross-platform game services as well as premium branded content for millions of users worldwide, and enabling operators to increase penetration and ARPU through premium subscription offerings.

"The uptake of the service since launch is incredible", said Nira Poran, Managing Director of Mars Games, "The JIVE™ technology supporting online multi-player gaming is reliable, flexible and was a key to this successful concept on iTV"

"GOGO Club" features a comprehensive, multi-feature lobby, from which players can choose, to play against the Artificial Intelligence engines, random players, friends in private rooms, chat, leader boards, or to join open game tables. The channel offers 4 games on demand - Checkers, Poker (up to 4 players), Submarine Battle and Taki™ (an original Israeli color-card game, played by a group of up to 4 players) and the new Backgammon tournament.

About Pixel Technologies:

Pixel is a **veteran provider** of subscription based, multi-user interactive entertainment and edutainment content channels for the subscribers of digital networks such as Interactive Television, Wireless Telephony and Broadband internet.

Pixel provides proven **cross-platform gaming** service solutions that incorporate compelling content, state of the art technology and carrier-class service to mobile and ITV operators as well as providing technology and distribution services to content producers and publishers.

Pixel's customers include industry leaders such as Echostar, BellExpressVu, HOT, Vodafone Group, and Micro soft.

For more information please visit www.pixel-tech.com

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