

ABOUT OMNIMEDIA

Few UK multimedia developers have yet made an impression on the world stage. OmniMedia is one of a select few to have produced (and shipped!) world-class product for a world-wide market, and to have the finance and distribution to back it up. As such, it is a unique company.

Onscreen entertainment is OmniMedia's focus, primarily centred on the music, movies and kids markets. Incorporated as a limited company in June 1993, OmniMedia's business has developed rapidly and it is now the first dedicated multimedia publisher on the London Stock Exchange, on whose 4.2 market it floated in November 1994. It is also the first British multimedia company to have its shares listed on the over-the-counter market in America; you can find them on NASDAQ screens as 'OMNDY'.

Children's Multimedia

The Treasure Hunt is the first of seven children's titles which will be released this year. OmniMedia's objective is to create high quality, innovative products for the mainstream kids' entertainment market. Too many children's CD-ROMs are either dull or have little depth to them, being too disposable. In contrast, The Treasure Hunt and the Greatest Toyshop On Earth series combine the values of traditional children's entertainment -- charm, adventure, attractive illustration -- with appropriate interactivity. Each title is heavily tested among children, both at home and at school, in order to refine the interface and the degree of interactivity. The driving force behind all our kids titles is entertainment: if it isn't fun, the child won't use it.

Multimedia Music and Movies

OmniMedia's other main platform is Video CD, in which area it is a world leader. Video CD is the only format which will display VHS-quality, full screen, full frame-rate video, with CD-quality sound, on PCs, Macs, 3DOs, CDIs and dedicated systems. This is due to the rapidly growing addition of MPEG-decoder chips to these platforms, and even to domestic CD players. By mid 1996, few CD-based technologies will lack a Video CD option.

OmniMedia produces music and movie titles on Video CD, and has just announced that Philips is distributing four Video CDs from Sade, The Clash, Judas Priest and The The. In movies, OmniMedia is launching several "art house" movies, including Isabel Adjani in "One Deadly Summer", Jean Renoir's "La Grande Illusion", David Carradine in "The Scarecrow", the infamous "La Grande Bouffe", "The Navigator", and "The Chant of Jimmie Blacksmith".

OmniMedia has just launched a unique new technology - Interactive Video CD. This creates fully interactive CDs, comparable to CD-ROMs, but with TV-quality video and CD-quality sound. In the future, many conventional audio CDs will come with a multimedia section of this type, including videos and information on the music - a format known as CD Plus. OmniMedia is already developing several CDs of this kind with major record companies.

Contacts:

OmniMedia plc, 6 London Road, Kingston, KT2 6SW UK

Tel (44) 0181 974 6766 Fax: (44) 0181 547 1031

Email: info@omni.co.uk