

PRESS BRIEFING

BeeSmart and TechnoTrend Görler offer their first common IP-HD solution

- **Receiving HDTV via IP**
- **High quality IP Receiver by TechnoTrend Görler**
- **Attractive user interface with value added services by BeeSmart**
- **Well-priced entry in the world of IPTV**

Grassau and Ljubljana, March 24th 2010

In advance of the IPTV World Forum 2010 in London the companies BeeSmart and TechnoTrend Görler announced their cooperation in the field of innovative IPTV-solutions. The international cooperation is based on upcoming IPTV projects in central Europe and shall be extended to further markets in the future.

The first product is the **digital receiver TT-micro IP830** by TechnoTrend Görler, one of the leading German provider of set-top-boxes. This IP-HD receiver is from now on compatible with the **BeeSmart** middleware from the homonymous Slovenian provider of interactive TV solutions.

“We are pleased to say that with TechnoTrend Görler we have found a well known international provider of set-top-boxes” declares Mr. Matjaz Bevk, CEO of BeeSmart. “The cooperation enables us to offer our recognized middleware BeeSmart already integrated in a set-top-box. Our aim is to enter a wider European market with this overall IPTV solution.”

Mr. Thomas Gerlach, CEO of Techno Trend Görler, adds: “The cooperation with BeeSmart enables us to extend our product range even more future oriented with innovative hybrid-, DVD- and IP-solutions. The compact digital receiver TT-micro IP380 with integrated BeeSmart middleware offers an ideal cost/performance ratio and compliance with all German quality standards and therefore attracts especially international companies, which invest in the receiving technology IPTV.”

Those interested are cordially invited to have a look at the new IPTV solutions at the BeeSmart stall during the IPTV World Forum as well as at the TechnoTrend Görler stall at the ANGA Cable 2010 beginning of May in Cologne. Additionally we are looking forward to your direct request to info@ttgoerler.de or info@beesmart.tv.

Product Image:

<http://www.ttg-download.de/ttg/Presse/IP830.jpg>

Company Logo TechnoTrend Görler:

<http://www.ttg-download.de/ttg/Presse/Logo-TTG.jpg>

Company Logo BeeSmart:

<http://www.ttg-download.de/ttg/Presse/Logo-BeeSmart.jpg>

TechnoTrend Görler GmbH is a company of digital technology and is based in Bavaria, Germany. The employees have almost 20 years of experience in the area of digital receive solutions and work closely together with development partners worldwide. The international sales and distribution activities are coordinated from Unterfoehring near Munich. Target markets are international operators, distributors and retail partners. The product range goes from digital receiver for the classical digital TV, DVB-T, DVB-C and DVB-S, the innovative IPTV up to the future oriented hybrid solutions. Worldwide trends of the market like HDTV-technology come to the fore within TechnoTrend Görler.

BeeSmart is an acknowledged interactive TV solution provider for service operators and hospitality market. It sets new standards for interactive TV by converging TV, phone and internet services on a single, telco-grade, service delivery platform. BeeSmart combines an exceptionally fast user interface, intelligent content recommendation system, VoIP on TV, web TV support and ability to host multiple operators on a single service delivery platform. Enabling a higher return on service operator's investments, it also delivers the best TV experience to their subscribers. The company's preferred way of working in the global market is developing strong business relationships with local partners through a comprehensive partner program, where the synergies for development of new services are harnessed.

Press contacts:

TechnoTrend Görler GmbH

Anika Herzog

Marketing and Corporate Communications

Tel: +49 89 2 55 51 52 26

Fax: +49 89 2 55 51 52 29

Email: anika.herzog@ttgoerler.de

www.ttgoerler.com

BeeSmart d.o.o

Matjaž Bevk

CEO

Tel: +386 1 530 83 47

Fax: +386 1 530 83 73

Email: Matjaz.bevk@beesmart.tv

www.beesmart.tv