

## PRESS BRIEFING

### Four powerful international partners offer common IPTV complete solution

- **Head end and system integration by Blankom**
- **Encryption technology (CA) by Verimatrix**
- **Middleware by BeeSmart**
- **Digital receiver by TechnoTrend Görler**

Ljubljana, Bad Blankenburg, Grassau and San Diego, April 23rd 2010

In advance of the ANGA Cable 2010 in Cologne the international companies BeeSmart, Blankom, TechnoTrend Görler and Verimatrix announce their cooperation in the area of IPTV. For the first time all four partners commonly offer a valuable IPTV-complete solution from the head end up to the receive terminal for small and middle IP networks. Target group of this broad system are public services, city carrier, telecommunication provider and cable network provider.

The four providers are respective experts in their area and the customer therefore has the possibility to receive a high class and specifically for his purposes adjusted IP complete solution from one source. The German company Blankom sets the framework through its role as a complete system integrator and main contact point for customers. Moreover Blankom delivers the IP head end. The Californian provider Verimatrix brings in its approved encryption system. The middleware is provided by the Slovenian specialist BeeSmart. For receiving IPTV contents at the end-user, TechnoTrend Görler, as a German provider of receiving terminals, integrates its IP- and hybrid- digital receivers.

The technical integration of all important building blocks has already been taken place and has already been proven effective in practice. The offer therefore allows a fast and efficient start for the customers. Through the open structure new applications can be quickly integrated. Moreover the IPTV complete solution is continuously HD compatible and has an individually adjustable user interface.

All interested parties are cordially invited to visit the stalls of Blankom (B21), TechnoTrend Görler (D39) and Verimatrix (J51) at the ANGA Cable 2010 in Cologne beginning of May to receive further information regarding the new IPTV complete solution. Additionally we are looking forward to your direct request to [info@blankom.de](mailto:info@blankom.de)

**BeeSmart** is an acknowledged interactive TV solution provider for service operators and the hospitality market. The company sets new standards for interactive TV through convergent TV-, telephone- and internet services on one single service platform, which is adjusted to the quality requirements of telecommunication companies. BeeSmart combines an extraordinarily fast user interface, intelligent programme recommendation system, VoIP via TV, web TV-support and the possibility to have multiple network providers on one single service platform. These solutions allow a higher investment yield for network providers and furthermore provide the best TV experience for their subscribers. The company's preferred way of working in the global market is developing strong relationships with local partners through broad partner programmes, where synergy effects can be used for the development of new services.

**BLANKOM Antennentechnik GmbH** is a customer-orientated medium-sized company with production plants in Germany and a worldwide network of distribution- and technical support partners. Since its foundation in May 1919 as company „Heliogen“ the company focuses on the manufacturing and distribution of electro-technical products. In collaboration with the partner company BLANKOM Digital the company with approximately 110 employees and a worldwide network of distribution and technical support partners represents since 2002 the whole area of modular and professional head ends for cable TV and broadcasting devices. Products and solutions of BLANKOM Antennentechnik GmbH are characterized by quality, reliability and first class performance and are used by the big cable TV, broadband- and broadcast-companies.

**TechnoTrend Görler GmbH** is a company of digital technology and is based in Grassau, Upper Bavaria. 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 Unterföhring 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.

**Verimatrix** sets the standard for content and revenue security solutions for pay-TV networks, with a global customer base of premier service providers. The Verimatrix Video Content Authority System (VCAS™) offers a suite of independently audited, next-generation solutions and is consistently ranked as the global leading IPTV content protection solution. The company's 3-Dimensional Content Security approach, built around VCAS and its ViewRight® client device technologies, enables the business of content delivery to screens of all types, across multiple networks, while using multiple layers of protection techniques to achieve the widest security perimeter. Maintaining close relationships with major studios, broadcasters, industry organizations and a progressive partner ecosystem helps address the challenges facing the pay-TV industry of today, and anticipate the challenges of tomorrow.

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