



## **TechnoTrend Görler and ANT partner to deliver user friendly HbbTV services**

**27 April 2010, Cambridge and Grassau** – TechnoTrend Görler, the leading set-top box provider, has announced its move into the fast emerging HbbTV market by partnering with ANT, the influential provider of software and services for digital TV. TechnoTrend Görler has licensed the ANT Galio HbbTV platform in order to target TV service providers and operators in the HbbTV (Hybrid Broadcast Broadband TV) retail market.

HbbTV was announced in August 2009 as a new industry initiative aimed at harmonising the delivery of broadcast and broadband TV services. Since the announcement, the specification has been submitted to ETSI for review and has received strong interest from across the industry with over 50 supporters now listed on the HbbTV website. Driven by broadcasters, software solution providers and device manufacturers, HbbTV is well positioned to deliver a scalable hybrid solution across Europe.

TechnoTrend Görler's first satellite HD receiver with HbbTV will support flexible reception of HDTV, encrypted HD+ programs, additional Pay TV packages and user-friendly HbbTV services. TechnoTrend Görler's digital receivers are well known as customer orientated solutions with outstanding picture quality.

Simon Woodward, President and CEO of ANT plc said: "TechnoTrend Görler is a recognised global brand with an excellent deployment track record in delivering innovative products. By selecting ANT for its new range of set-top boxes, it is well placed to capitalise on the fast-growing HbbTV market. Since the ANT Galio HbbTV Platform launched, we have seen considerable interest from broadcasters in a number of European regions due to the ease with which services can be developed and launched using this platform."

Thomas Gerlach, CEO, TechnoTrend Görler GmbH said: "HbbTV has emerged as one of the most important influences for retailers, broadcasters and operators in recent years. The ANT team has unrivalled HbbTV experience which is key as we look to take a new range of hybrid products to market. Through the strategic partnership with ANT, TechnoTrend Görler is able to respond quickly and flexibly to customer requirements."



The first TechnoTrend Görler products to be based on ANT Galio HbbTV Platform, will be premiered at the IBC show in September 2010 and will roll-out in the German retail market in the run up to Christmas 2010.

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### **About TechnoTrend Görler**

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.

### **About ANT**

ANT plc ([www.antplc.com](http://www.antplc.com)) is the leading provider of client software solutions and services to the TV industry. It develops open-standards-based client software and applications to enable operators to exploit digital media across a broad range of consumer devices from TV's set-top boxes and iTV's, to portable media devices such as mobile phones and personal media players, regardless of content delivery platform.

ANT enables media driven organisations to quickly create and roll-out innovative and successful applications and TV services on any consumer device, enabling operators to attract new subscribers, reduce churn and increase average revenue per user.

ANT's software has been extensively deployed by customers throughout the world including Cisco, Chunghwa Telecom, HwaCom, France Telecom, Humax, Philips, Pirelli, Sagem, Samsung, SaskTel, Telecom Italia and Thomson.

ANT plc's shares are listed on AIM, a London Stock Exchange regulated market, under the ticker ANTP (Reuters: ANTP.L, Bloomberg: ANTP.LN).

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