



***Netgem's next generation platform improves IPTV picture***  
***Adds features for operators and visual interface for viewers***

**IBC Amsterdam. September 11<sup>th</sup>, 2009.** Leading IPTV set-top box manufacturer and software developer, Netgem ([www.netgem.com](http://www.netgem.com)), has today launched NetgemTV, the company's next generation software platform that features a highly visual and intuitive user interface, combined with media center functionality.

NetgemTV not only opens up the world of Internet content for operators developing next generation TV services, it also allows audiences to control, integrate and watch content stored on other devices on their home network.

Already established as the market leader in arguably Europe's most advanced IPTV market, France, Netgem's latest software release enables operators to create their own converged IPTV services by integrating multiple TV and Internet content sources into one, attractive and easy to use interface.

NetgemTV provides operators and developers with a full suite of published APIs and Software Development Kit to fully customize services such as Video on Demand (VoD), catch up TV or IP channel connexions. Thanks to its integrated support for hybrid broadcast channels and embedded progressive download function, operators can use NetgemTV to introduce cost-effective and network efficient IPTV services for large audiences quickly and efficiently.

"With 13 years of know-how and two million HD IPTV set-top boxes installed today, Netgem has the track record required by operators looking for ways to drive revenues and differentiate their services," said Christophe Aulnette, Netgem's managing director.

"Telecom operators all over the world now understand that they have to move beyond just delivering TV over the Internet. Netgem provides them with the technologies to deliver innovative and "branded" convergent services into connected households. They can leverage Netgem's mass market readiness and scalability to meet ambitious time to market objectives while maximizing their network investment and providing a rich stream of personalized experience to generate customer loyalty," explained Aulnette, recently appointed by Netgem to drive the company's expansion into European and worldwide markets.



Exhibiting at IBC for the first time, Netgem can be found in the IPTV Zone, Stand IP521. In addition to presenting NetgemTV, the company will show examples of IPTV and Hybrid TV services for customers such as SFR in France, Elisa in Finland and Fetch TV in the UK. .

### **About Netgem**

Netgem is a pure-play provider of innovative IPTV solutions (software and hardware) for telecom operators. Combining a unique TV and telecom expertise, Netgem has been instrumental in the successful rollout of IPTV in the French market, with 2 millions homes active. Netgem is listed on Compartment C of Eurolist–Euronext Paris (NTG FP 7537).

[www.netgem.com](http://www.netgem.com)

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Netgem Media Contacts: Vanessa Vigar Tel: + 31611562218, [vanessa.vigar@netgem.com](mailto:vanessa.vigar@netgem.com) or Kevin Taylor, Alex Sowden and Daniela Marchesi at CCgroup Tel: +44 118 920 7650 or email [netgem@ccgrouppr.com](mailto:netgem@ccgrouppr.com).