



TV, the Telco way

# Netplus Launches 4K Service in Switzerland/Europe

## Netplus Brings 4K to its customers in Switzerland in record time

**1** First service provider to **support 4K** in Switzerland

**2** **Two Month project** from concept to launch

**3** Netplus and Netgem have **worked agilely** to launch 4k and other innovations.

### CHALLENGE

Netplus is a smaller innovative challenger brand in the Swiss market. The Swiss market is fiercely competitive and dominated by Swisscom and Cablecom. Netplus needed to be continually distinctive, innovative and agile to successfully grow and add customers in Switzerland.

### SOLUTION

Netplus and Netgem collaborated on which innovations to bring to market and focused on 4K as this really can change the TV viewing experience: If you want a sharper, crisper picture, then 4K delivers a huge uplift from the current standard. 4k been used in cinema projection for a number of years but has taken time to move into the TV area. Netgem’s R&D team brought the 4K capability in early enabling a shortened Time to Market. This innovative solution complements other advanced features in the Netplus offer – including S-VOD series, catch-up on linear TV – making the Net+ TV service, one of the most complete entertainment services with reputedly the best user experience available in the Swiss market.

### BENEFITS

Netplus launched its advanced service as planned on a very shortened timescale. The 4K capability was very important in the Swiss marketplace as it reinforced the reputation of Netplus as the provider of distinctive and innovative services. The launch of the 4K capability coincided with a surge in customer additions.

**NETGEM:** Netgem provides Fixed and Mobile Telecom operators with #TelcoTV. #TelcoTV is a superior TV service offering intuitive navigation, simple access to the content and multiscreen viewing, in and out of the home. Netgem has 20+ deployments across the world and over five million active viewers. Netgem is the best solution provider to partner with innovative Telcos and help them win in their market.

**“Bringing 4K to our customers is part of our ongoing innovation process,” declared Christian Voide, CEO at netplus.ch. “We address a very demanding customer base who are always asking for the latest video features. With Netgem’s help, we are able to deliver the services they want in the blink of an eye as is the case with our new content proposition in 4K.”**

