

Netgem designs off-the-shelf IPTV 2.0 solution to meet time to market challenges

London, IP&TV World Forum – March 21, 2011 – Netgem, an IPTV technology leader, has announced that it now offers a comprehensive turnkey solution to allow operators to deploy advanced IPTV services in any country with a short time to market.

The new solution is targeted at operators and service providers around the world, whether green field or looking to upgrade existing infrastructure, that wish to bring new digital TV and video services to their subscribers. Netgem is able to use its IPTV 2.0 approach to meet growing user demands for web enriched and multi-screen content by offering a seamless mix of broadcast TV and IP services across all screens within the connected home.

Netgem's IPTV offering is specifically designed to reduce deployment time and costs by using a pre-integrated combination of Netgem hardware and middleware. This means the solution is almost ready-to-use from the outset. Operators just need to customise their customer experience by choosing personalisation options such as bespoke branding. They can then pick the applications to fit their requirements from Netgem's partner marketplace or make use of the Netgem SDK to develop their own applications to address specific local needs.

Mr. Christian Voide, CEO of netplus.ch SA, a group representing five CATV operators in Switzerland, wished to rapidly deploy innovative additional TV services, including PVR and VOD, with a flexible enough solution to cover customer's needs, he explained: "Our subscribers have expressed a desire for nonlinear multimedia content and multi-screen services and they want this as soon as possible. Netgem is one of the only IPTV technology and solutions providers that is able to offer a pre-integrated and flexible solution and thus a deployment time that will meet their demands, as we expect to launch our offer in Q4 2011."

Mr. Kristian Ćurković, CEO of H1 TELEKOM, a Croatia-based telecom operator, said: "Our subscribers wanted next-generation TV services, and thanks to Netgem's hybrid STB technology we will be able to provide these at a low operating cost. H1 TELEKOM considers



jda@netgem.com



www.netgem.com



Twitter: netgem



Netgem to be a reliable partner that will enable us to offer the most advanced IPTV service in the country to our customers".

For more information about Netgem's hybrid broadcast / broadband IPTV solutions and its open approach to IPTV 2.0 please visit **Stand #38** at IP&TV World Forum 2011 or go to: <http://www.netgem.com/>

About Netgem

Leader of IPTV, Netgem provides its technology and solutions to telecom operators enabling them to add value and services to their broadband offerings in a challenging multimedia and multi-screens environment. Based upon Netgem's hardware and software technologies, operators are able to develop innovative convergent services and a unique broadcast TV experience, enriched by the power of Internet. Netgem is present in more than ten countries around the world with an install base of more than 3 million. Netgem is listed on Compartment C of Euronext Paris Eurolist.

Website : www.netgem.com Twitter <http://www.twitter.com/netgem/>

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