

Zappware inks deal with Swiss cable operator 022 Télégenève SA - naxoo

First deal for Zappware to include a media player service, which allows TV viewers to play their own content on TV

July 16 2010 - Zappware, the Belgian one-stop solution provider for interactive Digital TV (iDTV) on multiple TV platforms, has signed a deal with Swiss cable operator 022 Télégenève SA - naxoo for the delivery of a broad range of interactive TV services. The deal includes an Electronic Programme Guide (EPG), a Video-on-Demand (VOD) service, a Personal Video Recording (PVR) service, and a media player service which is based on DLNA. The PVR service allows recordings to be made on an external hard-disk that is plugged into the set-top box over USB. The media player service allows TV viewers to browse and play content that is stored on USB storage devices, PCs or other media servers in their home network. All these services are delivered as part of Zappware's proven Flux solution.

Flux will be deployed on top of the SceneGate advanced set-top box product of Zappware's trusted partner Albis Technologies.

Patrick Vos, CEO Zappware: "We have been working with Télégenève naxoo for several years and we are pleased to be able to continue our services to naxoo; this time with the deployment of our interactive applications on advanced set-top box hardware from Albis Technologies. It is also a key deal for us as it includes our own implementation of a media player service, which is essential in our strategy to evolve the operator's set-top box into a generic media gateway for offering a full range of media assets, from a broad range of content sources and providers."

Salvatore Di Pietro, CEO Albis Technologies: "We are excited that Télégenève naxoo has selected Albis Technologies and we are confident our Swiss partnership will be successful in delivering innovative high quality products to our home market. Albis Technologies' set-top box enables our newest customer, Télégenève naxoo to deliver avant-garde services to its customers; the modular design allows complementary features such as external hard-disk drive to be easily added."

Phong Pham, CTO Télégenève - naxoo: "Now comes the time to bring together entertainment and TV broadcast; as part of the living room, our new set-top box will be fully adapted to the digital multimedia leisure. Thanks to our partnerships with Zappware and Albis, we will place the new naxoo services in the center of the family."

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About Télégenève - naxoo

Founded in 1986, 022 Télégenève SA is one of the most important cable operators in Switzerland. Based in Geneva, the company enables TV viewers to access rich content provided by cable television. For more than 20 years Télégenève - naxoo has been delivering TV and radio channels to all connected households in the Geneva region. In 2004 Télégenève launched the naxoo brand for its digital offer which now includes more than 230 TV channels and 110 radio channels. Through its partnership with Télédis and Sateldranse, naxoo also distributes its digital TV services in Wallis. Since March 2008, Télégenève - naxoo in collaboration with Cablecom offers a triple play service to subscribers based in the city of Geneva. For more information visit www.naxoo.ch

About Zappware

Zappware is a one-stop solution provider for interactive digital TV (iDTV) on multiple TV platforms. Zappware designs, develops and integrates compelling and revenue-generating iDTV services for operators, broadcasters and advertisers. Zappware's interactive services are complete end-to-end solutions and come with respective production and management tools for the clients to operate, maintain and measure their iDTV services in-house. Zappware delivers interactive services on a broad variety of TV platforms including IPTV, cable, satellite, terrestrial, and broadband TV platforms, and based on technologies such as MHP/OCAP, HTML, SVG, Flash, OpenTV, or plain Linux. They are also pre-integrated with a broad variety of head-end management products. Besides custom iDTV solutions, Zappware offers a range of off-the-shelf iDTV services that can easily be rebranded and thus allow for a fast market introduction. Zappware's solutions have been deployed on more than one million set-top boxes. Its expertise is built on 10 years of solid DTV and iTV-experience and is exclusively focused on iDTV. Zappware is headquartered in Belgium and provides iDTV services to major digital TV markets throughout the world. For more information, please contact Patrick Vos, CEO, patrick.vos@zappware.com, +32 478 262686 www.zappware.com

About Albis Technologies

From digital set-top box to business access technology, customers depend on Albis Technologies to deliver innovative and tailored solutions. Service providers and end-users benefit from Albis expert knowledge, quality product and reliable partnership. Demanding customers from the telecommunication, logistic, security, energy and medical sectors have for many years placed their confidence in the 180 highly qualified employees of Albis Technologies. For more information visit www.albistechnologies.com