

eventIS and V-Lux sign reseller deal for Russia

Leading Russian system integrator V-Lux to sell eventIS' open-interface linear broadcast and video-on-demand metadata solutions

*Eindhoven, the Netherlands, September 10, 2009 *– eventIS, a SeaChange International company, and V-Lux have signed a reseller agreement that will see V-Lux act as the distributor of eventIS' linear broadcast and video on-demand (VoD) metadata solutions for Russia. The cooperation between the two companies brings openinterface metadata solutions to the Russian market, giving local broadcast customers freedom of choice in content delivery and back-office systems.

Russia is one of the fastest growing and evolving digital television (DTV) markets in the world. With initial investment in infrastructure relatively slow, many Russian cable operators are now skipping previous technologies and moving straight to the latest generations such as IPTV and integrated digital sets. It includes a number of large cable networks, some comprising 2-3 million subscribers.

“Moving into the rapidly evolving Russian market is an exciting opportunity for eventIS,” said Erwin van Dommelen, President, eventIS. “As with any market, local know-how is a must for providing effective coverage.

So we're pleased to be working with one of the country's leading system integrators. Our scalable solutions are ideally suited to this developing market, allowing broadcasters to move seamlessly from linear broadcasting into the world of convergent, multi-play content delivery and personalized TV.”

“As a global company and European market leader, eventIS has a proven track-record in deploying linear and video on demand solutions,” says Alexey Shishov, CEO, V-Lux. “In an emerging market like Russia, it was important for us to work with a reliable, trusted partner. And eventIS' product range was the perfect fit for our existing offering.”