

New Appear TV Module Raises Quality Standard

Launch of High-Performance Dual Decoder Module Provides Cable Operators with Industry Leading RF Performance and VBI Processing

ANGA, Cologne, Germany – May 27, 2009

Appear TV, a global provider of next-generation head-ends for broadcast and IP television, today announces the launch of its High Performance (HP) Dual Decoder module at ANGA, Cologne (stand G36). This module, which is a plug-in for the Appear TV high-performance DC1000 head-end, includes decoding, modulating, and up-converting, providing operators with an integrated solution for converting digital content received over an IP core network into analogue form, ready for distribution to the consumer over an RF cable network. This new module has the industry's leading RF performance, decoding and VBI processing functionality.

The HP Dual Decoder module is the latest addition to the portfolio of plug-in modules that help to make the Appear TV DC1000 one of the most flexible cable head-ends on the market today. Appear TV's modular head-ends are designed to achieve the most flexible high-density solutions available, enabling multiple inputs, descrambling/scrambling and a variety of output options (IP, ASI, QAM, FM Radio and analog TV). The modularity and high flexibility of the company's head-ends make them suitable for multiple network architectures, particularly for hybrid digital cable/RF networks.

"By offering modular head-ends, we provide our customers with maximum flexibility. This new advanced module enables operators to use one core network and yet still provide the highest possible TV service over mixed digital/RF last-mile networks," says Carl-Walter Holst, CEO, Appear TV.

"In addition to providing fantastic functionality today, our modular approach to cable head-ends protects our customers' investment into the future through providing high performance, fully-upgradeable solutions. This flexibility and future-proofing of our head-end solutions makes ROI calculations very favourable. Another important factor in our success is that we listen very closely to our customers, which ensures that we continue to launch modules that provide cable operators with the functionality that they need, when they need it," concluded Holst.

The key features of the HP Dual Decoder module, include:

- MPEG decoding
- High performance modulation (including NICAM and A2 Stereo)
- High performance up-conversion to VHF/UHF
- High-quality VBI processing

Note to editors:

If you would like to book an appointment at ANGA 2009 to discuss any Appear TV solution, or have any other enquires, please visit the company's stand (G36), or contact David Bramley: david@platformpr.com, +44 20 7486 4900 / +44 (0)7711 239 062.

About Appear TV

Appear TV is based in Oslo, Norway. The company produces world-class equipment that enables operators to deliver professional broadcast services to millions of users around the globe. The company is dedicated to developing reliable, revenue-generating and innovative solutions for operators looking to deliver real-time content to the home. Appear TV head-ends are designed for modularity, high density, and flexibility. www.appeartv.com

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