

IBC Press Release
Stand: 1.A59

Appear TV Bulks Up With Launch of High Density Descrambler

New high capacity solution enables descrambling of up to 250 channels through a single chassis

Oslo, Norway – September 11, 2009

Appear TV, a global provider of next-generation head-ends for broadcast and IP television, today announced the launch of a new bulk descrambler, enabling up to 250 services to be descrambled in a single 1RU chassis. The high density module offers support for both DVB-CA and AES descrambling, providing an extremely flexible solution.

The new descrambler is easy to integrate with any software-based conditional access (CA) solution, which in turn provides seamless integration for any operator that works with a CA vendor using the Appear TV product. Typical applications include the re-selling of a complete channel package from one platform to another or, for example, a cable operator wishing to move to an IP-based backbone that needs to change from DVB scrambling to AES. The bulk descrambler also has a number of applications in monitoring video quality and service reliability wherever necessary in the network.

"With the release of our latest module, we are providing a much more flexible descrambling product that increases the multi-stream capacity to levels far beyond what has previously been possible," said Carl Walter Holst, CEO, Appear TV. "This increase in capacity greatly improves operational-efficiency across the board. We invite all visitors to IBC to visit our booth to discuss how, through close integration with CA vendors, the Appear TV bulk descrambler can present a number of benefits to operators."

"Being able to descramble 250 services at one time gives us a major competitive edge, so we are pleased to be leading the way in enabling high density descrambling," said Thomas Lind, Technical Director, Appear TV. "By providing such a high capacity for descrambling in a single chassis, Appear TV greatly simplifies system design and deployment."

At IBC 2009 (stand 1.A59), senior members of Appear TV's management and technical teams will be present to demonstrate the company's range of solutions, which present a shift towards a new generation of head-ends with higher levels of performance and flexibility than previously possible, enabling customers to deploy services through an IP backbone.

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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Note to editors: If you would like a demonstration of Appear TV's wide range of next-generation head-end solutions at stand 1.A59, or to arrange a meeting with the company at IBC, please contact: Ian Westover, Platform PR, +44 (0)20 7486 4900, ian@platformpr.com

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