

IBC Press Release
Stand: 1.A59

Appear TV Launches Advanced MPEG-4 HD Decoder at IBC

Oslo, Norway – September 8th, 2009

Appear TV, a global provider of next-generation head-ends for broadcast and IP television, today announced the launch of the company's MPEG-2/4 SD and HD decoder at IBC 2009 (stand 1.A59). The high density solution enables the decoding of up to 30 channels in one 4RU chassis in either MPEG-2 SD/HD 4:2:0 or MPEG-4 AVC SD/HD format, and also allows SD/HD-SDI output with embedded audio.

"The commercial HD market is rapidly expanding, and operators are therefore looking for ways to provide a growing number of services as efficiently as possible. Appear TV's flexible approach enables operators to deploy high quality services that meet the requirements right now and also provide an easy upgrade path in the future," said Thomas Lind, Technical Director, Appear TV. "The development of this new decoder solution is further evidence of Appear TV's design philosophy to provide high-density yet compact solutions that increase ease of deployment without sacrificing quality."

As take-up of HD increases, it is likely that some operators will want to move to an 'HD only' approach in the contribution backbone, but at the same time need to continue to provide SD and analogue services for those viewers yet to make the transition. By allowing HD to SD down-conversion, the new Appear TV decoder enables operators to fulfill all their customers' service requirements, as well as future-proofing for a richer, HD experience.

"The Appear TV product range already offers a large amount of functionality, whether that's scrambling, descrambling, streaming or multiplexing, and now with the launch of our MPEG-4 HD decoder, we are extending our flexible range of head-end solutions to further meet operators' individual needs," said Carl Walter Holst, CEO, Appear TV. "Through our modular approach, operators can select the exact functionality that they require, enabling them to deploy a solution that is tailored to their current service offering, as well as equipping them to deliver for future service upgrades. We look forward to meeting IBC visitors at our stand to discuss how our modular approach to head-ends offers a number of operational and financial advantages."

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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