



SoftAtHome Powers Boxer's Next Generation TV

Nordic Operator Boxer Selects the SoftAtHome Operating Platform to Launch New Services

Amsterdam, September 10th, 2010 - SoftAtHome, a software provider of home operating platforms that help Service Providers deliver convergent applications for the Digital Home, announced today that **Boxer TV Access AB**, the leading provider of terrestrial TV in the Nordic region, has selected the SoftAtHome Operating Platform to power its next generation TV offering including HDTV over DVB-T2 in combination with On Demand services over Internet. The two companies will collaborate to bring to market a next generation terrestrial offering and to enable the development of innovative features for Nordic subscribers.

SoftAtHome provides an open, ubiquitous and carrier class software platform that enables Service Providers to create innovative and convergent applications for the Digital Home. It contains all the features and APIs necessary to create innovative and convergent applications. Service Providers and 3d party application developers can combine services such as voice, video, user interface, security, network access, connectivity or management, and deploy them across different devices in the home including Set Top Boxes (STB) and Home Gateways (HGW).

“Boxer aims at providing access to a large number of paid and free to air terrestrial TV channels across the Nordic region. Our next generation TV offering will deliver a unique user experience on different types of STBs “, said Håkan Brander, Director Product Management & Development of Boxer. “We were looking for a solution that could provide a consistent user experience across different STBs. It was also key for Boxer to be able to find a software platform with the flexibility to develop the services of our choices today and in the future. The SoftAtHome Operating Platform brings not only the portability, but more importantly the ability for Boxer to be able to drive our own services’ roadmap with the partners of our choice. We are delighted to collaborate with SoftAtHome and leverage their innovative approach to bring new services for the Digital Home.”

The SoftAtHome Operating Platform STB Edition is helping Service Providers to deploy services across a range of access technologies including IPTV, satellite and terrestrial. Boxer will deploy the SoftAtHome Operating Platform across their terrestrial network and use the solution to accommodate all their needs from low end to high-end STB to give choice to their customers. Using the SoftAtHome APIs and SDK they will integrate the applications of their choice such as EPG, conditional access and develop future and innovative functionalities overtime.

“Boxer is a leading provider of terrestrial TV and one of the most innovative also”, says Michel Degland, CEO of SoftAtHome. “The SoftAtHome Operating Platform supports a broad range of digital technologies including IPTV, satellite and terrestrial technologies. We are pleased to collaborate with Boxer to bring to market a next generation set of services leveraging our terrestrial capabilities. This is a great addition to our IPTV deployments across Orange and Etisalat networks.”

About SoftAtHome

SoftAtHome is a software company backed by Orange, Sagemcom and Etisalat to deliver total convergence through an operating platform for the digital home environment. It fosters a new ecosystem made up of service providers, 3rd party application developers, integrators and hardware vendors to accelerate the advent of the digital home. The company is headquartered in France with development and sales teams in France and Belgium. For more information, visit us at www.softathome.com

About Boxer TV Access AB

Boxer's business concept is to offer attractive programme packages and added-value services at a competitive price using user-friendly technology. Boxer was established in October 1999, operates pay TV business in Sweden and Denmark and is, through Teracom, majority shareholder in Finnish PlusTV. Boxer is a part of the Teracom Group, owned by the Swedish state.

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