



IBC 2014: SoftAtHome To Showcase New TV Experience with 4K/60fps and “Cast” Dongles

Reaching a milestone of 20 million licences deployed, SoftAtHome continues to demonstrate its leading technology innovation

IBC 2014, Amsterdam - September 8, 2014 – SoftAtHome, a provider of home operating platforms enabling convergent services for the digital home, will be using this year’s IBC show in Amsterdam (stand 4A51) to showcase its latest video consumption solutions with an advanced HEVC/4K set-top-box (STB) running Ultra HD (UHD) TV in 60 fps, a small form factor HEVC cost-effective STB and a “Cast” dongle shortlisted twice in the CSI awards this year (for Best interactive TV technology and Best IPTV technology). SoftAtHome will also celebrate reaching a milestone of having 20 million devices equipped with SoftAtHome’s SOP product. This important step in SoftAtHome’s history comforts its position as a market leader and demonstrates its technology leadership.

“We are excited to have reached this significant milestone”, said Michel Degland, CEO of SoftAtHome. “It illustrates not only the trust operators have in our existing technology but also in our product development strategy that is enabling them to introduce radically new ways to consume video content, offer greater freedom and simplicity with UltraHD. Delivering the best user experience and ensuring quality of service are, as always, our two major objectives.”

Events such as the Brazil FIFA World Cup™ this year have shown that UHD is a technology that is mature enough to enable the launch of new services. By 2016, most TV operators and broadcasters will want UHD TV services in place for the Summer Olympics and the UEFA European Championship so as to offer a revolution of the immersive TV experience around the games. SoftAtHome will show demos of its complete end-to-end UHD solution, including HEVC decoding at 60fps featuring a new User Interface specifically designed for 4K.

Also very present on the SoftAtHome stand (4A51) at the IBC Show will be its solution for cost-effective, HEVC STB featuring a customised User Interface for small form factors and the much-acclaimed “Cast” dongle.

SoftAtHome’s Cast dongle, will demonstrate a new video consumption paradigm which enables users to access their video premium live content on the main home TV using cast technologies and to then carry their experience and services in their pockets for consumption on any other TV screen.

SoftAtHome is also participating in the third, annual Multi-network Solutions in the Real World Forum hosted by Verimatrix on 13 Sept. from 8:30 a.m. – 10:30 a.m. at

the RAI. This year's theme, "Navigating the Transition to IP and Software-Empowered Pay-TV," will focus on how service providers are leveraging the simplicity and flexibility of software-centric networks to compete in an increasingly complex environment. To register for the Forum, visit www.multinetworkforum.com/ibc2014

Meet SoftAtHome on Hall 4 - Stand 4A51, RAI Amsterdam during IBC from 12th to 16th of September 2014.

About SoftAtHome

SoftAtHome is an operator-backed software company delivering the best of connectivity, Pay TV and digital services to the home. Through its SOP product SoftAtHome empowers operators to compete against local competition and global players alike by leveraging the ecosystem to deliver outstanding services. SOP is central to delivering standard based cost-effective solutions that are simple and long lasting. SoftAtHome solutions are already deployed on over 20 million Home Gateways and Set Top Box throughout the world in multiple broadband and broadcast deployments. The company is headquartered in France with development and sales teams also in Belgium and the UAE. For more information, visit our website at www.softathome.com or follow us @SoftAtHome.

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