



## **SoftAtHome Passes 25 million Licences, Demonstrates HDR at IBC 2015**

*SoftAtHome also demonstrates how Network Function Virtualization keeps its promises of a faster time-to-market for operators*

**IBC 2015, Amsterdam - September 8, 2015** – SoftAtHome, a provider of home operating platforms enabling convergent services for the digital home, celebrates a milestone of more than 25 million devices equipped with its SOP product. This year at IBC (stand 4A51), SoftAtHome will demonstrate how virtualization, the split between software and hardware and the power coming from the mix between the Cloud and our SOP platform provides innovative ways for operators to shorten time-to-market and satisfy end-users' need for advanced features. Among the innovations presented on stand 4A51, one is shortlisted for this year's CSI Awards for Best Smart Home Product, Technology or Service: the Swisscom Top Speed Media Smart Home solution developed by SoftAtHome.

“Since our creation, we have been working as a real ‘Club of Operators’, aiming to help operators innovate,” said Michel Degland, CEO of SoftAtHome. “With our 25 million software licenses, we facilitate operators’ product roadmaps introducing radically new ways to consume video content. Our HDR implementation, our agnosticism between Android and Linux application universes, and MediaCloud, the NAS for operators, are some great examples of the agility virtualization brings to operators.”

### *HDR is having significant impact on the TV industry*

These past two years were all about 4K, but now a different technology has come forward that looks like inspiring consumers more. HDR (High Dynamic Range) has a disruptive impact on the TV industry by delivering a significant improvement in viewing experience, irrespective of screen size or viewing distance, by boosting contrast and colour depth. Always at the leading edge of innovation, SoftAtHome will show demos of a great User interface specifically designed for HDR.

### *Android and Linux, for a whole apps universe*

Also very present on stand 4A51 will be SoftAtHome’s TV Solution, ScreenAtHome, running either on Android or on Linux. Traditional features such as Live TV, EPG, VoD can be complemented with the Android Lollipop application universe. With Linux, operators will also be able to add Convergent Home Screen, controlling Home environment, PodcastTV, profiling and other features, enabling set-top boxes traditional services to be mixed with gateway services, such as digital home control.

### *Securing media content with the first NAS for operators*

Another technology hero on SoftAtHome’s stand will be MediaCloud, the first Plug & Play NAS solution designed for operators. Thanks to SoftAtHome’ software, it allows

subscribers to access from all their screens to all their media content in a very nice and simple user experience, while automatically securing them at home, and on the cloud.

SoftAtHome has been shortlisted for this year's CSI Awards for Best Smart Home Product, Technology or Service for its smart home solution developed for Swisscom. The Award ceremony will be held on the 11<sup>th</sup> of September at the IBC, room E102, Amsterdam.

Meet SoftAtHome on stand 4A51, RAI Amsterdam during IBC from 11 to 15 of September 2015.

**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 25 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](http://www.softathome.com) or follow us @SoftAtHome.

**For Press Information Contact:**

Marta Twardowska for SoftAtHome

E: [press@softathome.com](mailto:press@softathome.com)

M: +31 621-184-585

T: @SoftAtHome