**News Announcement \_\_\_\_\_**

**AirTies partners with BeeSmart to deliver integrated set-top box for OTT and IPTV service and content providers**

*Partnership with middleware vendor prompted by customer demand*

**Istanbul, 7thJuly 2011 -** AirTies, the innovative wireless networking and set-top box vendor, is announcing the integration of BeeSmart middleware with its own powerful set- top boxes to create the optimal, high quality, interactive TV user experience. Prompted by customer demand, the integration has resulted in a design that offers support for live video streaming, video on demand and value added services like social networking and other interactive TV applications which are finely tuned to the needs of Over-the-Top (OTT) and IPTV service or content providers.

The integration work was primarily initiated in response to customer demand for a set-top box to offer support for live video streaming for the OTT market, facilitated by AirTies’ support for adaptive bit rate technology, ensuring uninterrupted video broadcast with optimally high image quality even in the face of varying data rates and jitters inherent in the unmanaged internet. The development work also incorporates Scalable Vector Graphics (SVG) technology from UI and web browser specialists Ekioh, which offers optimised high quality graphics regardless of screen definition.

In addition to offering support for Apple HTTP Live Streaming (HLS) and Microsoft Smooth Streaming, the BeeSmart/AirTies platform’s other key features include AirTies’ patented mesh based wireless networking, fast channel change, simple one-step user set-up and administration, along with support for Pause Live TV, PVR using internal or external USB drive, and Media Sharing using SAMBA or Universal Plug and Play (UPnP).

According to Jim Lomax International EVP Sales & Marketing for AirTies, “We chose to integrate our technology with BeeSmart’s middleware in response to demand from customers and prospects, particularly in the Middle East and Eastern Europe where the Slovenian company enjoys a market leading position. The combined solution provides a compelling proposition for the burgeoning OTT and IPTV market place and allows both companies to expand their geographical reach and market presence.”

Jože Pirečnik Business Development Director at BeeSmart added, “Integration with AirTies technology brings a new compelling offering to the interactive TV market. BeeSmart middleware and AirTies set-top box together provide the most advanced TV service with social networking and over-the-top content delivered securely and reliably to the end-user. We have seen lots of excitement from prospects who have considered the AirTies and BeeSmart proposition, therefore we are looking forward to the massive deployments beginning already this year.”

**About AirTies:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*AirTies develops and markets consumer electronics products which provide 5 fundamental services (high speed internet access/ADSL, Wireless LANs, internet based telephony/VoIP, and internet based television/IPTV & DVB C,S & T STB’s) for service providers, small businesses and consumers.*

*AirTies was formed in February 2004 by a management and technical team from the Silicon Valley, USA, with the strategic intent to become the leader in EMEA markets. AirTies has an installed base world-wide of more than 6 million and is aiming to expand into additional broadband markets. In contrast to its competitors which are dependent on chip companies and ODMs to develop their products, AirTies designs and develops its own hardware and the embedded firmware. Technology innovations include wireless video distribution to multiple TV’s, wireless coverage range extension, and network setup at a touch of a button. AirTies believes in exceptional customer service such as 7/24 technical support in English, Turkish, Greek and Russian and no questions asked defective unit replacement. More information is available on their website at* [*www.airties.com*](http://www.airties.com)*.*

**About BeeSmart:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*BeeSmart is an acknowledged interactive TV solution provider for service operators and hospitality market. It sets new standards for interactive TV by converging TV, phone and internet services on a single, telco-grade, service delivery platform. BeeSmart enables a higher return on service operator's investments and delivers the best TV experience to their subscribers.*

**Press Contacts for AirTies:**

Maria Muller / Kim Smith / Holly Forrest

éclat Marketing

Tel: +44 (0) 1276 486 000

Email: [Airties@eclat.co.uk](mailto:Airties@eclat.co.uk)

**Press Contact for BeeSmart:**

Simona Bizjak

Marketing Executive

Phone: +386 1 5308 000

Email: [simona.bizjak@beesmart.tv](mailto:simona.bizjak@beesmart.tv)