# AirTies and ILBtv will deliver premium SD and HD Spanish language content to customers living in the U.S. ILBtv will allow on-demand, live or catch-up playback up to 7 days after airing

*ILBtv and AirTies have partnered and developed a new HD IP set-top box that delivers Spanish language television to customers in the United States. Subscribers now control the broadcast schedule to watch Latin American channels on any TV using adaptive bit rate technology.*

**Istanbul, Turkey, 19th March 2012:** In one of the earliest deployments of its kind, AirTies Wireless Networks, a leading supplier of advanced technology to the Broadcast and Broadband industry, announced today that it will deliver OTT STB’s to International Latin Broadcasting, through its ILBtv pay-as-you-go service. This new service targets the Spanish language communities residing in the United States.

The AirTies and ILBtv partnership makes live premium SD & HD content, video-on-demand (VoD), and playback up to 7 days after initial broadcast, available to subscribers abroad in real time. Subscribers abroad can adjust the broadcast schedule of football matches, TV series and various Spanish language content to fit their unique time zone and personal viewing schedules. The service will maximize flexibility for the subscriber by operating on as pay-as-you-go service requiring no contracts or commitments.

The ILBtv Air 7120 Set-top box integrates advanced adaptive bit rate OTT technology with interactive services, secured by HTTP HLS, streaming high-quality, high-definition video over the broadband internet. AirTies’ award winning wireless video distribution technology delivers uninterrupted, pixilation-free streaming inside the home network”

The ILBtv Air7120 also provides support for internet radio, YouTube, and will support Social Media features such as Facebook and Twitter, in the near future.

Bulent Ҫelebi, CEO of AirTies said, “Latin American television series, entertainment and football matches attract massive international followings especially amongst expatriates communities. The opportunity to keep up to date with their favourite entertainment form home without getting up in the middle of the night in the comfort of their living room will be a great benefit for many customers”. Celebi added, “This will be one of the first installations of the new OTT STBs and it’s particularly satisfying knowing that Spanish speaking households will be one of the first to enjoy the very latest advantages of the connected home of the future.”

Albert Benjamin, CEO of ILBtv commented, “Today we are proud to announce our partnership with AirTies and welcome them to the US market. Together, we bring advanced technology and harness the power of broadband to serve the fastest growing segment of the US market. ILBtv will keep our customers more connected to their culture than ever before by bringing the largest selection of Spanish language live and VoD content ever offered in the US to date. The AirTies platform flexibility allows us to continually expand our offering of over 100 channels to meet the growing demand of our customers. This partnership gives our subscribers the unparalleled experience of premium live and VoD content, at whatever time fits their personal schedule.”

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**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 at EMEA markets. AirTies has more than 4 million installed base world-wide 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.

**About International Latin Broadcasting**

International Latin Broadcasting is a leading media company which distributes premium content designed and focused for the Spanish language communities throughout the US under its ILBtv brand. Serving the 52+ million Spanish language potential customers within the US, their platform uses the power of existing consumer broadband connections to deliver over 100 channels of live video & audio from around the globe for one low fixed price. ILBtv also packages a vast library of VoD content for on-demand viewing at no additional charge. Subscribers have an array of programming choices including Novelas, Sports, Music Video, Karaoke, National & Regional News, Children, and Variety channels with their one-package-for-all programming lineup. In addition, ILBtv service includes social medial applications, email access, internet browsing, and 7 day time-shifted video catch-up viewing from their proprietary set-top box platform. For additional information, please visit www.ILBtv.com.

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