

**Press Release 6th January, 2013**

**AirTies integrates Netflix on-demand video streaming with IPTV service for Danish Broadband and TV service provider Waoo!**

*Launch of first IPTV STB for Netflix*

AirTies Wireless Networks, a leading supplier of advanced wireless and OTT/IPTV technologies, today announced that it has integrated Netflix with an IPTV service for Danish fibre broadband service provider Waoo! AirTies has developed the first set-top box to allow subscribers to view Netflix’s subscription-based video streaming services alongside IPTV services, including both broadcast/Flow TV and on-demand HD TV.

The Danish fibre-optic network service provider Waoo! chose AirTies to undertake the difficult task of integrating the dual software stacks to allow both services to run on the IPTV set-top box, using a single user interface to seamlessly navigate between the two services. An additional challenge faced by the AirTies team was the need to incorporate both the IPTV multicast software stack and the Netflix unicast stack onto a set-top box with just 512MB of memory. An additional challenge was the difficulty of integrating the Verimatrix DRM for the Waoo! IPTV service with the PlayReady DRM used by Netflix - and still meet the stringent certification requirements set by Netflix to protect the content.

Waoo! CEO, Joergen Stensgaard, said: “The addition of Netflix content to our IPTV service will significantly enhance our business. The total user experience provided by our team and AirTies is outstanding. AirTies has played a significant role in enabling us to continue to meet the growing demand for on-demand video streaming services and we have been very impressed with the customer reaction following the deployment.”

Bulent Celebi, Chairman and Co-founder of AirTies added: “We are proud to be the first company to integrate Netflix and an IPTV service into a single STB. Our goal is always to offer solutions that provide operators with new ways of differentiating their services. To be involved in such a sophisticated and rewarding project is invaluable for AirTies and we very much enjoyed rising to this challenge of creating a unique user experience that marries together the best of on-demand video streaming services with a high quality IPTV service to offer the best of both worlds.”

**About AirTies**

*AirTies was founded in 2004 by a senior management and technical team from Silicon Valley, with the strategic intent to become the market leader for the wirelessly connected home. AirTies designs and develops its own software and hardware, wirelessly streaming high definition video to multiple rooms and screens. The comprehensive product portfolio includes broadband Internet devices and Internet based television set top boxes. Its award winning technology enables seamless wireless integration at the touch of a button, as well as 100 percent internet wireless coverage in homes.*

*AirTies has an install base of over 10 million devices worldwide. More information is available at* [*www.airties.com*](http://www.airties.com)

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**About Waoo!**

**For more information visit** [**www.waoo.dk**](http://www.waoo.dk) **(In Danish)**

**About Netflix**

**For more information visit** [**https://signup.netflix.com/MediaCenter**](https://signup.netflix.com/MediaCenter)