



Press Release

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AirTies announces shipment of 2.5 million Wireless Connectors

Wireless Solution offers Increased VOD Revenue and Reduced Support Costs

Istanbul, Turkey – [AirTies Wireless Networks](#), a leading supplier of advanced wireless and OTT/IPTV technologies has today announced that it has shipped 2.5 million Wireless Connectors since their launch in Q4 2012. The wireless connectors link existing STBs to wireless routers enabling access to VoD and on demand content. The Air 4400 Wireless Connectors have been shipped to Tier 1 European Operators resulting in dramatic results including: 500% increases in downloads, 40% increase in content views and 17% increase in film rentals in the first year of deployment.

The Air 4400 allows the set-top box (STB) and internet router to be located in different rooms and self-installed by the consumer without pulling any wires. The experience is user friendly as the Air4400 can be configured on TV screen via remote controller or by using WPS. The 4400 software is integrated with popular middleware platforms. The solution is much more cost effective than using a pair of PLC (power line) adaptors, yet it has the RF, range and throughput performance to deliver a robust TV service.

According to a recent independent survey amongst 235 satellite and cable operators commissioned by AirTies, 67% of satellite and cable service providers see inconsistent wireless coverage as a major barrier to delivering video services in the home. Support calls relating to Wi-Fi connectivity in the home were also cited as one of the leading problem areas, whilst 36% of operators rated the self-installation of wireless equipment by subscribers as their top wish.

According to Bulent Celebi, Chairman and co-Founder of AirTies said: "Satellite operators have a huge opportunity to increase their revenue with catch-up TV and on demand TV services. A key barrier to overcome is the cost of deployment and having a small device like the Air 4400 that can be delivered by post and installed by the user is a massive advantage."

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

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