



Press Release

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AirTies and Norigin Media to launch integrated OTT Apps with Casting STB

In order to achieve the eventual elimination of the conventionally used remote controls at home; the integration between the AirTies' Casting STB and Norigin's Hybrid TVE Apps product suite enables OTT Service providers to CAST multi-screen TV and video content across directly from the mobile, tablet or PC Apps onto the larger screens.

Istanbul, Turkey – [AirTies Wireless Networks](#), a leading supplier of advanced wireless and OTT/IPTV technologies has partnered with Norigin Media, A TV Everywhere Company to launch a new multi-media casting Set-top box (STB) which is used to cast TV and Video streams from mobile devices onto larger screens at home. The ultra-small and sleek STB will be on display at IBC 2014, in Amsterdam on Stands No. 5B33 (AIRTIES) and 14.H16. (NORIGIN MEDIA)

The Casting STB been developed to enable not only TV and video content to be seamlessly shared between mobile devices and TVs but also all other types including games, social media, music, etc This new casting solution is targeted at mobile and converged network operators looking to increase the stickiness of their services in the connected home environment. Using cast streaming technology developed in conjunction with Norigin Media, the AirTies STB uses the broadband connection to offer adaptive bit rate technology to enable video and other multimedia content to be pushed (or CAST) to the larger screen via the wireless network rather than streaming. The smartphone or tablets becomes the user interface and allows the consumer to select a programme via their personal device and push it onto a TV in full HD.

According to Bulent Celebi, Executive Chairman and co-Founder of AirTies: "This latest innovation draws on the experience gleaned from developing a similar OTT solution for converged mobile, fixed and broadband operator Orange Spain. It allows any mobile operator to offer a full featured Pay TV solution bringing satellite quality video and security from the smart phone to the TV without expensive media gateways. It enables the ideal user experience of searching, selecting and socializing on the smart phone while viewing in high quality on the main screen."

Espen Erikstad, Co-founder and CEO/CTO of Norigin Media says "The twain has finally met. There has been much discussion about how the box at home and OTT services are different worlds and this partnership just proves otherwise and makes a stronger case for TV Everywhere. Operators are investing heavily on both STBs and OTT Apps across devices, which all together now have a central place at home. This is the first important step for such a common vision and we look forward to a long lasting partnership with AirTies."



AirTies

The casting solution has been developed on the AirTies 7205 ultra small form-factor STB featuring RF4CE (Radio Frequency for Consumer electronics) and on-board antennas, allowing it to be remotely controlled. Based on the Broadcom 7230 System-on-a Chip (SOC), it supports HTML5 and Open IPTV Forum APIs and advanced DRMs, alongside cast and OTT technologies such as MPEG-DASH, HLS and Smooth Streaming to optimise performance on the available bandwidth. It also comes complete with 2x2 802.11n wireless connectivity, operating at 2.4 or 5GHz frequencies. The solution will also be available on the Airties' recently announced HD HEVC capable Air 7405 STB, with advanced 2x2 802.11ac wireless connectivity, supporting the trademark AirTies Mesh Technology to ensure maximum wireless coverage and self-service set-up.

The Hybrid Apps, a suite of multi-screen OTT Apps are a flagship product of Norigin Media. They are developed for viewing premium TV and video content across multiple internet connected screens including smartphones, tablets, PC/Macs, SmartTVs and Game Consoles. The native application suite has hybrid elements of HTML5 and cloud-hosting of its backend logic, which enables unmatched device support and scalability while maintaining design flexibility of UI/UX within the reference applications.

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

About NORIGIN MEDIA

NORIGIN MEDIA, A TV Everywhere Company, enables multi-screen and OTT services for network operators, broadcasters and content owners. The Scandinavian company offers a complete multi-screen application suite called the Hybrid Apps and a Live TV hosting headend capacity as primary products.

Head-quartered in Oslo, the company has provided solutions for T-Mobile, France Telecom/ Orange, Nextel, Eurosport, TV2 Denmark, BBC, MTV, FOX and other reputable customers. For more information please visit www.noriginmedia.com or follow us on Twitter [@NoriginMedia](https://twitter.com/NoriginMedia)



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