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

**AirTies launches media player capable of playing audio and video content online or from USB devices**

*New Media player application to be previewed at IPTV World Forum*

**ISTANBUL, 23rd MARCH 2011 –** [AirTies](http://www.airties.com), the innovative wireless networking vendor, today announced the company’s revolutionary new media player application which runs on AirTies’ set-top boxes as a retail user experience or provided as a valued added service to enrich third party User Interface offered by a service provider. The application is able to browse and play audio, video and photos from connected USB devices and display text subtitles for video content.

Additional functionality on the New Media Player allows users to play audio, video and display images from networked Digital Living Network Alliance (“DLNA”) or Universal Plug and Play (“UPnP”) servers, which makes it easier for consumers to use, share and enjoy content in the home, connected either in wired or wireless mode. It also functions independently without network, running the application from internal memory.

The Media Player application allows users to play webTV and video from online sites, browse and consume web content including social networking sites using special widgets, as well as playing radio from online radio sites and online music sources. Media Player supports different widgets like RSS feeds for reading the news and targeted social networking widgets.

Coming on the heels of AirTies’ successful range of innovative IP STBs, it offers a new Media box that is ideal for the retail sector providing simple network connectivity, intuitive user interface and excellent viewer experience with high definition video and superb graphics. It can be localised for each market segment and utilises AirTies’ unrivalled [AirTouch](http://www.airties.com/airties-new-technology.asp?%20dil=ru&id=17&s=2) technology.

Jim Lomax, EVP International Sales & Marketing at AirTies, commented, “The New Media Player is a fantastic value added product for service providers to incorporate into existing customer offerings to differentiate themselves from competitors. It also has huge potential for the retail sector and for existing AirTies customers, adding a host of new media capabilities combined with AirTies’ trademark ease of set up and wireless options.”

**About AirTies**

*AirTies develops and markets consumer electronics products which provide 4 fundamental services (high speed internet access/ADSL, Wireless LANs, internet based telephony/VoIP, and internet based television/IPTV) 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 emerging 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*](http://www.airties.com)*.*

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