

AirTies to launch new range of hybrid Set top boxes based on the new Intel System-On-A-Chip

Next generation home media gateway seamlessly combines the best aspects of the TV, PC and gaming

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Istanbul, Sep 6th 2011 - AirTies, the innovative wireless networking and set-top box company is launching a range of new hybrid set-top boxes and home media gateways based on the next generation of Intel® System-On-A-Chip (SoC), the Intel® Atom™ processor CE4200. The new range targeted at the operator market place, is a dual purpose IP and cable/satellite PVR STB and home media gateway which will be previewed at this year's IBC on Stand No 5.B33.

The hybrid boxes named the Air 7410C (cable) and the 7410S2 (satellite) are powered by the new Intel® Atom™ processor CE4200 1.2GHz SoC supporting Intel's Multi Application Framework (MAF) and Flash graphics and video. The new solutions offer High Definition IP PVR set-top box functionality, plus real time wireless video streaming of IPTV, Web TV/OTT as well as Satellite/Cable and Video-On-Demand. With the addition of an HDD, the new generation products allow sharing of content with other connected devices like other STBs, smartphones, tablets and connected TVs.

The powerful new Intel SoC with the MAF capabilities of software stack can run multiple applications in parallel while receiving up to four DVB (cable, satellite or terrestrial) channels and four 15 Mbps IPTV channels from the IP network. Using the hardware transcoding feature (optional), the Air 7410C can transcode video to specific bitrates, resolutions and formats enabling wireless connection to portable tablets and smart phones in device specific supported formats. Additional features of the new product family include centralised PVR, Network Attached Storage (NAS), DLNA server.

Featuring a 500GB internal hard drive, the 7410C can record up to 4HD or SD channels while watching one channel live and enabling all recorded content to be viewed by any connected TV or STB, allowing a recording to be started on one set and later viewed on another.

The new Airties family based on Intel® Atom™ processor CE4200 is an ideal platform for OTT deployments with the support of HTTP Live Streaming and Microsoft smooth streaming with adaptive bitrate, progressive download, web browsing, social networking and navigation.

The new hybrid STB and media gateway family has built-in support for Web browser and Adobe Flash Player together with an AirJS API offering the ideal platform for middleware companies to create a customised environment. Support of Adobe Flash 10.x means that services like YouTube, Lean Back and Flash games are immediately available on the STB and a full web browsing experience is possible using Adobe Flash plug-ins.

The product family come with AirTies trademark high quality and interference free wireless video distribution, removing the need to run cables around the home. The Air 7410C and 7410S2 can receive video wirelessly from the home gateway and act as a wireless access point to distribute multiple HD video streams wirelessly to other STBs or wireless media players.

According to Tuncay Cil, VP Product Line Management at AirTies, “This home media gateway is the perfect solution for cable, satellite and IPTV providers who want a top quality multi-room, multi-display solution which combines broadcast, internet and user generated content with multiroom PVR. This powerful new range of Airties STBs is raising the bar dramatically in the battle to win the hearts and minds of today’s sophisticated home media consumer.”

Intel’s EMEA Consumer Electronics Director, Dietmar Rohlf, said: “We’re excited about the launch of the Airties product family powered by the new generation Intel® Atom™ CE4200 media processor. The new family serves as an ideal innovation platform for Service Providers, enabling the quick and easy roll out of new applications and services which in turn opens up immediate revenue generation possibilities. The compelling feature set of the Airties Hybrid STB and Media Gateway family makes it a great choice for today, while the performance headroom brought by the Intel processor provides a good long-term investment for service providers and consumers alike.”

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 6 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.

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