

AirTies starts the world-wide exports of IPTV Set-Top-Boxes with India

"AirTies will be the first Turkish company to export the Set-Top-Boxes for interactive IPTV broadcasting based on the wireless technology", announced Bülent Çelebi, CEO of AirTies Wireless Networks.

"AirTies has entered into agreement with Indian Smart Digivision to supply our Set-Top Boxes (STBs) that offer their users interactive IPTV experience via the broadband connection and flexibility to control the viewing of TV programmes from their computers or TV screens", explained Çelebi. This deal is a result of the 2 years-long research and development works by AirTies, with \$2 million invested into R&D yearly. "Now we are positioned to compete with the global leaders", stated Çelebi and continued: "Indian market offers great potential for IPTV technologies with its dramatic growth rates, and our goal is to reach minimum 1 million 200 thousands subscribers in the first year, and to be able to access all 110 million TV users in India in the long run".

TTnet is our client

Pointing out that IPTV technologies allowed a service provider to bring personalized services to a region, district or even to an individual subscriber, Çelebi said that this technology had not been launched in Turkey yet, but TTnet was preparing for launching IPTV services. "We have started cooperating with TTnet to supply the AirTies STBs for this service. They are doing tests with our products. In the months ahead we expect to supply larger quantities to this service provider. TTnet will be using both our STBs and gateway products for their IPTV project, which certainly gives us a competitive advantage", explained Çelebi.

We expect a large order from the Middle East

Rahşan Karan, VP of Service Provider Sales, pointed out that IPTV technology offers a Pause-LiveTV feature, allowing viewers to watch, stop and return to a broadcasted movie whenever desired. Karan said that AirTies had far-reaching goals in this area and was about to begin STBs exports to other countries, and continued: "We expect a large order from the Middle East. We have already received orders from The Netherlands and Russia. Having the sophisticated technology markets such as Middle East and The Netherland, as well as Russia, in our portfolio gives us tremendous pride. We are proud to be a Turkish company with our own R&D, who can not only compete with the global leaders but even offer some advantageous technology features that these leaders had not yet developed".

Sanjay Jain, CTO, Smart Digivision, explained that they had conducted careful research and evaluation of the most successful and innovative STBs vendors and selected AirTies. Not only did AirTies meet all of the requirements with its impressive R&D strength, but it also had the STBs ready and available for testing, making it yet another criteria for the choice in its favor. Jain said that since May 2009 when Smart Digivision started a commercial deployment of its IPTV service the number of subscribers had reached 5.000, and they targeted to increase this number to 200.000 users by May 2010. "Averagely, we have 200 new IPTV subscribers every day", said Jain, adding that the goal was to reach 3-4 million IPTV users within the next 4 years.

