



FRENCH EMBASSY
TRADE COMMISSION – UBIFRANCE



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PRESS
RELEASE

> Head-End Products > iTV Solutions

> STBs software solution

Paris /Singapore

httv acquires majority stake of Singapore based company SindiTV

Both companies will join efforts to offer advanced turnkey HbbTV solutions for connected CE devices and grow their presence in South East Asia.

Paris/Singapore February 2012 - France based httv announced today that it acquired a majority stake in the Singapore based company SindiTV. The acquisition will create synergies with httv software deployment activities for connected devices and will also optimize httv international presence. The joint company will be able to offer advanced HbbTV and HD+ Interactive solutions for connected TVs and STBs.

France based httv has been a leading international technology and solutions provider for interactive digital TV satellite, cable, DTT and IPTV/hybrid operators for the last 12 years. At the IBC show Amsterdam, httv launched “**httvBox**”, its innovative software turnkey solution for STBs available for all TV distribution platforms from pure broadcast (DVB-T/T2/S/S2/C front-ends), pure IP (IPTV, OTT) to hybrid.

SindiTV, develops high end software solutions based on both ST and Fujitsu chipset devices. It has long standing relationships with major Asian device manufacturers and is highly involved in the German HD+ market. With 50% of the market share, **SindiTV** is the largest STB software provider for the new HD+ market in Germany (over 600,000 STBs)

Beyond the obvious geographical synergies, this acquisition will reduce the cost, the complexity and the implementation time of httv software solutions. The joint forces of both companies will also provide them with a critical mass of over 60 skilled iTV engineers to address larger scale projects and strengthen their product offering to pay-TV operators, broadcasters and STB/TV manufacturers.

“SindiTV’s long experience with chipset vendors will complement our software expertise for the httvBox solution. It will give our solutions a better “time to market” declared Bernard Dupin, CEO of httv. He added “with this presence in Singapore, httv will be able to efficiently distribute its broadcast head-end products (datastreamers) and end-to-end solutions (Push-VOD, Catch-up TV, Video Mosaic...) to the fast growing South East Asian market.”

Michel Guillien, CEO of **SindiTV** commented: *“With **httv**’s experience in the TV services and Pay-tv market, **we** will be able to enlarge our existing value proposition to our existing clients. We will also benefit from **httv**’s strong expertise in HbbTV, the new growing European standard for hybrid CE devices.”*

httv will rapidly expand its Singapore offices to become **httv**’s main R&D and support center for future customers in Singapore but also in all Asian countries.

About **httv**:

httv has been a leading international technology and solutions provider for interactive digital TV satellite, cable, DTT and IPTV/hybrid operators for the last 10 years. **httv** works with major DTV operators (SKY, Canal+, UPC, NTV+, Digturk, Belgacom, Reliance, Etisalat, Eutelsat...) and industry leaders (Nagravision, Viaccess, Irdeto, NSN, Ericsson...).

httv offers:

- Head-End Products: play-out and real time multiplexer for iTV services, EIT/EPG data, SSU and video mosaic.
- iTV Solutions: end-to-end solutions for EPG, Push-VOD, interactive video mosaic, audience measurement...
- STB Turnkey solutions: User based profile UI such as Kids UI, Personalized Mosaic, Push VOD, Catch-up TV, On-line enhanced EPG, OTT, Etc.

About **SindiTV**

Set up in February 2007, and based in Singapore, SindiTV provides turnkey solutions for STB and TV manufacturers. It develops STB and TV software as well as Digital TV solutions for manufacturers of consumer products; Bespoke / custom software design, Software engineering outsourcing, hardware design. SindiTV works with major Asian STB and TV manufacturers (GMI, Prime Pesi, Zinwell, Skardin, etc.) and chipset partners (STMicroelectronics, Fujitsu Microelectronics, etc.).

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