



AirTies and Octoshape Selected by Satellite Provider Digiturk for Premium Content Offering to OTT Set Top Boxes Globally

AirTies's set top boxes (STB) integrated with Infinite HD™ rolled out by leading Turkish direct broadcast satellite service provider to drive incremental revenues in overseas markets

Istanbul – July 28, 2014 -- AirTies Wireless Networks, a leading supplier of advanced technology to the broadcast and broadband industry and Octoshape, an industry leader in cloud-based, over-the-top (OTT) stream acceleration and contribution technologies for broadcasters, enterprises and carriers, today announced that Digiturk, Turkey's leading satellite television provider, has selected the joint solution to deliver premium programming over-the-top OTT to its International customers.

Making high quality content available to consumers via big screen TVs, regardless of their location, is an integral part of Digiturk's entertainment strategy. Viewed on the big screen, Digiturk premium content dramatically improves the viewing experience and increases the view time per subscriber. With the roll out of the new service, Turkish expats and locals combined are now able to watch 80 channels in addition to having access to 11 radio channels. Several channels are available in HD quality and all are available on TV screens, PCs, tablets and smart phones.

"With over 5 Million Turkish people living abroad, there is clear demand for high quality Turkish TV distribution across many markets. Delivering Digiturk's content in a stable, high quality fashion is a core principle to our offerings," said Hatice Memigüven, CTO and COO at Digiturk. "We selected our strategic partners AirTies and Octoshape given their ability to expand our reach globally while providing the same quality of service our consumers have come to expect."

The Digiturk service offers advanced features such as 12 hour time shift for live TV, catch up TV, YouTube, Internet radio, media playback over DLNA and USB connected devices. The experience also includes very fast channel navigation and an attractive, easy-to-use GUI. For local Turkish subscribers, Digiturk offers a traditional satellite bundle with an Octoshape OTT Web Player. For the international markets located beyond satellite reach, the AirTies Air STB facilitates an OTT/IPTV service over the public Internet.



“Watching an AirTies-Octoshape powered experience is equal to, or even better than, a traditional broadcast equivalent,” said Bulent Celebi, Chairman at AirTies Wireless Networks. “We are also proud of our OTT/IPTV deployment for Digiturk given the immediate value they’ll see in terms of increased consumer footprint and reduced time to market.”

“Delivering high quality OTT/IPTV programming on behalf of Digiturk will drive extended consumer engagement for them and ultimately top line revenue,” said Michael Koehn Milland, CEO of Octoshape. “Our joint implementation with Airties guarantees an always-on broadband TV service and represents a major opportunity for DTH providers to increase revenues by offering services in new markets.”

About Octoshape

Octoshape is a revolutionary cloud OTT IPTV service provider that focuses on delivering broadcast, enterprise and carrier solutions. Octoshape’s cloud technologies are adopted worldwide to enable the evolution of broadcast TV to broadband TV. The patented stream acceleration platform combined with the suite of multicast technologies offer unparalleled stream quality, true global reach and multicast-equivalent network efficiency to deliver a consistent and cost effective TV viewing experience for broadband multiscreen, point to (multi) point contribution and enterprise delivery. Visit us at www.octoshape.com for more information and follow us on LinkedIn and Twitter.

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 world awarded technology enables seamless wireless integration at the touch of a button, as well as 100 percent internet wireless coverage in homes. AirTies has an installed base of over 10 million worldwide.

Digiturk



AirTies



octoshape

For Octoshape

Michelle Soltesz

michelle.soltesz@octoshape.com

For AirTies:

Zeynep Yoğurtçugil

zeynep.yogurtcugil@airties.com

For Digiturk:

Deniz Kalkan

deniz.kalkan@digiturk.com.tr