

## NEW SYSTEM WILL REVOLUTIONISE BROADBAND-TV

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This summer a new project with global involvement will give the viewing completely new possibilities for watching TV via the internet and will also be involved in the race to provide consumers with high-quality broadband TV.

The new system is called IP2-TV and consists of an advanced box, which connects the internet and the TV receiver. What sets it apart from its competitors is that it gives viewers the possibility to receive broadband TV without requiring an internet connection of more than 2 MB/second. Other products on the market similar to this system, which TDC is expected to introduce in the near future, require a connection with a minimum of 4 MB/second in order to watch TV over the internet. IP2-TV has been developed by Danish Lars Merland and his company in Spain in cooperation with English, Czech, and Swedish partners.

### "A revolution"

- With our box, subscribers will easily be able to receive all satellite TV-channels and films via the internet. Additionally, the box opens the possibility for online games, internet telephoning with the best quality, email, and conferencing via messenger. Everything is quite simple and extremely easy, by just connecting the box to the internet and the TV receiver, explains Lars Merland. He also points out that the box can be transported due to its design and light weight. It weighs only 1.2 kg and the dimensions are 25 x 19.5 x 6 cm, which make it easy to take wherever you go, so you can connect to the internet and see your favourite TV channels regardless of where you are.

In the Spanish market, the telephone company Telefónica is currently offering its customers a box which can receive broadband TV, but it requires an internet connection between 8-16 MB/second. This means that only 300,000 consumers in Spain at most will be able to use the system. Therefore, Telefónica has shown immense interest in IP2-TV.

- We can deliver TV to your HD with a connection of only 2 MB/second. Normally TV will only

use 1 MB/second, explains Merland, who describes the new system as somewhat "revolutionary" on the market.

- The DVD is already dying out and this system will push even more towards this development. With IP2-TV, you will be able to see whatever films you want, whenever you want.

There are already dealers and distributors on the various markets as well as contacts with the large TV providers.

### Top grades from Motorola

Lars Merland does not doubt that IP2-TV will awake interest, when it is introduced, especially after a test conducted by Thomas Hyllegren, Executive Solutions Manager from Motorola. His assessment says:

"On behalf of Motorola IPVS, I confirm that IP2-TV has found a solution which gives a wonderful TV signal - both with 2 MB and 1 MB internet connections. We consider this product ready for introduction and we are anticipating a massive influence in the future for broadband TV. We can only give it our warmest recommendations".

The majority of experts expect the market for internet TV to boom in the near future. The British consulting firm Informa Telecoms & Media believe that it will be the fastest growing media market in the next couple of years (Morgenavisen Jyllands-Posten, 07.02.07). On the music front, the growth rates for purchasing of legal online music has been around 100% per year the past couple of years. It is anticipated that profits from online sales from TV and video will increase 10-fold, from a profit last year of nearly 4 billion kroner, to 36 billion kroner annually over the next five years.

### CONTACT INFORMATION:

Contact Lars Merland for additional information: Lars Merland, [lars@ip2-tv.com](mailto:lars@ip2-tv.com), tel: +34 617 492 988, who is also available for demonstrations of the product.

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High resolution photos for free use can be requested at: [ida@ip2-tv.com](mailto:ida@ip2-tv.com), tel: +34 617 492 967

