



## PRESS RELEASE

### Canal Digital launches advanced interactive IPTV services using Kreatel and Accedo Broadband

*The Nordics largest TV-operator brings the TV experience to the next stage with the launch of the market's most advanced interactive IPTV package.*

**LINKÖPING, SWEDEN, March 6, 2006 – The partnership between Kreatel Communications and Accedo Broadband enables Canal Digital Sweden to offer interactive IPTV services and take a leading European position within this field.**

Canal Digital has almost 3 million TV subscribers and provides premium TV channels and PPV-services on digital TV platforms. For their IPTV solution, Canal Digital has in addition to their TV channels and VoD offering recently launched three new interactive value added services.

- A game portal including popular games such as Black Jack, Poker, Sudoku, Solitaire etc
- KaraokeParty – a Karaoke On Demand service where friends and families can play together
- PlasmaArt® – a set of high quality video themes such as aquariums, fire places, shark tank etc for use as on demand “screensavers” on TV sets

“IPTV enables so many possibilities for immediate on-demand content and interactive value-adding services are extremely important in order to differentiate and create a compelling product.“ says Victor Theander, product manager IPTV Canal Digital Sweden. “In our pursuit for an outstanding IPTV service, we include a range of interactive services in our IPTV package and take the position of a European leader in this field.”

In order to secure a broad portfolio of interactive value-adding services for IPTV Canal Digital has partnered with the service aggregator, Accedo Broadband. Accedo Broadband offer IPTV operators and service providers a non-branded turnkey solution for interactive services such as games, casino, karaoke on demand, e-mail, chat, quizzes and PlasmaArt®.

“Our IP set-top platform is future proof and promotes the idea that interactive services will be a key ingredient in the IPTV environment. Customers and partners such as Canal Digital and Accedo that benefit from our flexible development environment to create a competitive and varied service offering help us in our quest in creating the best consumer solution possible.”, says Lars Bengtsson, CEO at Kreatel.

The solution includes access to the Accedo Application Portfolio, the largest portfolio of interactive services for IPTV on the market, and a provisioning platform that handles content administration, reporting and financial reconciliation.



“We help IP-TV service providers to create a more compelling consumer offering by adding value added services such as for example games, casino and karaoke on demand . Our turnkey concept is appreciated by many service providers because it enables them to focus on their core business and instead lets Accedo take care of aggregation, provisioning and reconciliation of the interactive value-adding services.

The Accedo Application Portfolio of interactive value added services is fully compliant with the Kreatel IP-STB system. The Kreatel IP-STB system offers a stable and flexible platform for deploying interactive value adding services.”, says Fredrik Andersson, business development manager at Accedo Broadband.

The use of Kreatel IP-STB System enables Canal Digital to take full advantage of the technical and commercial opportunities with interactive value added services and add new services over time.

### **About Accedo Broadband**

Accedo is a leading aggregator of interactive content and applications for IPTV and broadband enabled consumer electronics. Accedo provides the largest available multi-platform portfolio of TV-centric applications, Accedo Application Portfolio™, containing e.g. games, quizzes, puzzles, art, comics, karaoke and music.

Accedo offers a non-branded turnkey solution compatible with several IP set-top boxes including a provisioning solution managed and run by Accedo which saves resources and reduces investment needs for the service provider.

To learn more about Accedo Broadband and how you can improve your IPTV business, please visit [www.accedobroadband.com](http://www.accedobroadband.com)

### **About Kreatel**

Since entering the IPTV market in 2000, Kreatel has established itself as a key player and provider to IPTV deployments by customers such as, Telefónica Spain, TeliaSonera Sweden, and KPN the Netherlands. The company delivers an optimized combination of set-top boxes, software and professional services, proven to satisfy service providers’ need for a stable and future-proof solution for creation and rollout of profitable TV services.

In late February, Motorola completed the acquisition of Kreatel, and made the company a part of the Motorola Connected Home Solutions business.

### **Questions concerning this press release are answered by**

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*Pictures of the user interfaces of the services can be downloaded from  
<http://www.accedobroadband.com/canaldigital.html>*