

iVergent HUNTS FOR RESELLERS KEEN TO CAPITALISE ON WORLD CUP FEVER WITH ITS 'PC-DVR PLUS' PC/TV CARD

Submitted by: Livewire PR

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"PC-DVR Plus will enable football fans to watch World Cup games on their PCs and help businesses cut the costs of workplace absenteeism"

Consumer IT resellers keen to capitalise on the World Cup fever that will sweep across the country this summer are being offered the perfect product by iVergent Technologies (www.ivergent.tv) – the Picxand 'PC-DVR Plus' PC/TV card that records analogue television channels with full NiCAM Stereo onto the hard drive of a PC and enables football fans to watch every game in TV quality on their computer.

Using the slogan 'Don't bunk off, tune in', iVergent believes that employees working for flexible companies can benefit in two ways: either they can install the card on their PCs at work in order to watch England's mid-morning matches live, or record the matches onto their hard drive and watch the game in their lunch break. Such viewing choices should increase productivity by reducing absenteeism – a problem that could cost the country billions of pounds as six million workers prepare to call in sick rather than miss the England games*. The PC-DVR Plus is also expected to be a big hit in the home entertainment market, where viewing high quality TV on a PC is very much on the increase.

iVergent Technologies is mounting an aggressive initiative to appoint a number of resellers in the retail environment and sign OEM agreements with UK PC manufacturers. With a recommended retail price of £62 and an attractive reseller margin of up to 14%, iVergent expects the card to become available through most retail outlets and is hopeful that the first agreements will be signed in time for England's opening World Cup game against Sweden in June.

Picxand's PC-DVR Plus features a unique Teletext-based '3Click™' Electronic Programme Guide (EPG) system, enabling users to select which programmes they want to record with ease. Utilising BlackGold Superscan Technology, the PC-DVR Plus offers TV images comparable to the best 100Hz TV sets, free from the visual distortion that plagues inferior PC/TV products, whilst the integrated Disk Space Manager allows users to catalogue programmes on their hard drive and view them at a later date. The product comes bundled with Microsoft Windows Media Player, allowing the user to manage playlists and burn CDs just as with music CDs and MP3s. The PC-DVR Plus also brings Teletext to life, offering Internet-style immediate page access, keyword search facilities and dynamic links.

Even the novice PC user can install the PC-DVR Plus in minutes – the integrated sound card means there are no complicated audio jacks to connect. Once installed, the one-touch set-up tuning wizard automatically locates and names the five UK analogue TV channels and numerous FM radio frequencies.

Jon Williams, Director, iVergent Technologies, explains, “The PC-DVR Plus is the highest quality PC/TV solution on the market. The intuitive Teletext-based Electronic Programme Guide, integrated sound card and one-touch tuning wizard makes the card ideal for computer novices, but the extensive user preference settings and fully selectable format, rendering, recording and capture functions allow the more advanced user a customisable experience.”

Further information is available from John Williams, iVergent Technologies, Suite 100, 7 St. Margarets Grove, London, TW1 1JF UK. E-mail
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*Survey conducted by Barclaycard in January 2002