

Pace wins new business with Sky for high definition rollout in Germany and Austria

Submitted by: AxiCom

Monday, 27 July 2009

Subscribers to benefit from access to a wider universe of content

July 27 2009: German payTV operator Sky has selected Pace plc's high definition (HD) technology for its set-top box deployments in Germany and Austria. This deployment of Pace set-top boxes, rolling out from August 2009, will support Sky's HD expansion plans across its territories.

Pace has been a set-top box technology partner of Sky, formerly Premiere, for a number of years and the new DS830 gives Sky the full flexibility to roll-out HD services with support for both MPEG-2 and MPEG-4.

"The DS830 is a classic example of Paces ability to design best in class set-top boxes" said Richard Slee, President, Pace. "As it is rolled out, this box is set to become an important part of Sky's payTV offering and will be the launch-pad for a universe of HD content. We look forward to the success of this product in the market and to the positive effects that its introduction will have on payTV market across German-speaking Europe."

Gerard Duffy, Senior Vice President Technology at Sky said, "Sky offers the first comprehensive HD package in Germany and Austria, providing a much wider range of programming in outstanding quality for our viewers. We are convinced that high definition TV is a huge market opportunity. To exploit the potential, Sky requires best-in-class technology that is both proven and scalable to future requirements. This set top box from Pace provides these reassurances, by helping us to map a clear path to HD."

Designed by the Pace Industrial Design team to reflect today's trends in consumer electronics equipment, the DS830 was built to meet Sky's requirements and to deliver maximum functionality.

At the front-end, the fully DVB compliant DS830NP includes one DVB-S2 tuner and one demodulator. It incorporates NDS conditional access and has an external power supply unit to reduce box size. It also meets the criteria outlined in Pace's own low environmental impact (LEI) initiative.

About Pace plc

Pace plc (LSE:PIC) is a leading technology developer for the global payTV industry, working across satellite, cable, IPTV and terrestrial platforms. Pace has one of the world's most experienced specialist engineering teams, developing intelligent and innovative products and services for both payTV operators and retail markets across the world.

Following the acquisition of the set-top box and connectivity solutions business of Royal Philips Electronics in April 2008, Pace employs over 900 people in locations around the world, including France, the USA, India and Hong Kong. Pace's international headquarters are in Saltaire, West Yorkshire, UK. For more information on Pace, please visit www.pace.com.

About Sky

Sky is all about entertaining, exciting and inspiring customers with an unrivaled choice of great TV. The Sky brand stands for the best choice of television entertainment available, giving customers high-quality programming that they cannot find elsewhere, putting innovative services into their homes and improving satisfaction with strong customer service at great value.

Subscription pay-TV is Sky's core business. Sky offers a wide range of programming in Germany and Austria, including feature films, new series and live sports, especially the Bundesliga, DFB Cup and the UEFA Champions League. Sky sets a new standard with its HDTV service, which currently comprises seven HD channels. The company also offers its subscribers attractive films, live sports programming and adult entertainment on a pay-per-view basis. Sky distributes its pay-TV digital channel bouquet primarily via cable and satellite with a technical reach of approximately 95 percent in Germany and of 85+ percent in Austria. In addition to conventional broadcasting via satellite and cable, Premiere also offers some of its programming on IPTV (Internet Protocol Television) in Germany.

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