

Global IPTV Domination Achieved in UK with Major VeHDa Deal

Global Digital Broadcast sign major deal with VeHDa to install 500,000 IP set-top boxes in UK.

[UKPRwire, Sat Jul 07 2007] IPTV specialist, Global Digital Broadcast (GDB) (<http://www.globaldigitalbroadcast.com/playTV.php>), has signed a deal with leading UK provider of advanced high-definition and digital technologies, VeHDa, to release and install 500,000 IP set-top boxes (STBs) within the UK consumer market by the end of 2008. Of these half a million units, 100,000 boxes will be installed, by VeHDa engineers, directly into customers' homes by Christmas 2007.

This partnership utilises the resources of both VeHDa and sister company, Play TV, including: over 200 installation and service engineers, strategically located around the UK; and an 800 strong force of sales and customer service staff. Over 200, new, VeHDa/Play TV-branded vans are also being deployed to transport the boxes.

GDB co-founder, Mr Jim Deans, says: "Our marriage to VeHDa and Play TV finalises our route to market, allowing GDB to continue with its engineering and software platform development whilst knowing that consumer interests are being handled by a team of experienced professionals."

The high-definition VeHDa set-top boxes are programmed with GDB's middleware and will be pre-programmed with over 700 channels from 84 countries, allowing UK consumers to watch 'local TV' regardless of their geographical location. Initial channels will include; GDB's own niche, local and international channels; Play TV movies, Play TV entertainment and Play TV sport; popular generic content and terrestrial freeview.

VeHDa spokesman, Mr. James Thompson, comments; "This is a victorious deal for all parties concerned and I feel that, ultimately, the end user is the biggest winner here, because we are giving them greater choice, flexibility and control."

Play TV spokesman, Mr. David Reynolds, continues; "The development of IPTV means that we can now deliver real-time streaming to the UK market and the GDB/VeHDa/Play partnership will give the consumer a much wider selection of competitively-priced programming options."

Connexions 4 London (C4L) has been chosen as the network provider to support the deal. C4L founder, Mr. Matt Hawkins, states; "This is a brand new class of IPTV and we're on board because we can support the high-capacity bandwidth required to take home entertainment to the next level. It is a very smart move to give consumers triple play and hi-def in one easy solution and Play TV looks to be the next major player in the market."

The roll-out of the VeHDa boxes, which are manufactured by IP set-top box specialist, CIMA Technology, will start in September 2007.

Mr. Angus Kirkwood, co-founder of CIMA, adds; "We feel that GDB and VeHDa have a clear vision of what IPTV can truly offer to the customer and that this exceeds the limited offerings from BT and Sky. I see this as a great opportunity to demonstrate both the core talents of the CIMA STB design team and the skill of the CIMA manufacturers in China."

GDB will continue to sell its AVEC-branded box outside of the UK.

For further information and images, please visit:
<http://www.globaldigitalbroadcast.com/playTV.php>

NOTES TO CONTENT OWNERS

The race is on ... aggregating content and channels has become the primary objective of GDB. Co-founder, Mr. David Wray, says; "We have plenty of channel space and are keen to talk with content owners and existing channel owners, as well as potential new channel set-ups. With a complete management system such as this, starting you own channel is a piece of cake." Email: content@gdbtv.com