



## Press Release

### **iWedia to Integrate its Comedia DVB Software and ANDROID4TV Framework with Ericsson Mediaroom Reach**

**Lausanne, Switzerland – September 12, 2014** – iWedia today announced that it has integrated its Comedia DVB software and its ANDROID4TV framework with the Ericsson Mediaroom Reach platform and set top box application.

Designed to help service providers deliver next-generation TV Everywhere experiences and services, Ericsson Mediaroom Reach quickly, easily and cost-effectively enables the deployment of video to any device via Adaptive Bit Rate (ABR) video streams. The platform features full digital rights management (DRM) protection with root of trust and content protection at all times.

iWedia's Comedia DVB software uses iWedia's ANDROID4TV framework to seamlessly extend Android and integrate the Ericsson Mediaroom Reach platform and client application with a range of DVB broadcast TV services enabled by Comedia.

“We are pleased to work with Ericsson to deliver a comprehensive hybrid solution for Android TV set top boxes,” says Hans-Jürgen Désor, CEO of iWedia. “With our Comedia DVB software and ANDROID4TV framework integrated with Ericsson Mediaroom Reach, we can quickly assist Ericsson to deliver a flexible range of Android TV set top boxes powered by Ericsson Mediaroom Reach.”

“Providing access to a comprehensive DVB software pre-integrated with our ABR video platform gives our customers and partners a genuine time-to-market advantage,” says Roz Ho, Vice President of Product at Ericsson Mediaroom. “With this integration, operators can grow their consumer offerings and revenue streams while expanding service footprints beyond traditional TV services.”

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#### **About iWedia**

iWedia, a Swiss based company, is a leader in provision of integrated software solutions for television devices. iWedia provides a world class portfolio of intellectual property (IP) for broadcast, IPTV, and over-the-top television and also software integration services to combine this IP into high volume CE products. iWedia is headquartered in Switzerland with development labs in Belgrade and Novi Sad, Serbia, and sales and support offices in China, France, Germany, Israel, Japan, and Korea.

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