

IBC Press Release  
Stand: 1.A59

## **Portugal Telecom Chooses Appear TV to Provide TV Services Over Next-Generation Network**

*The industry leading RF quality of the DC1000 a key factor in Portugal Telecom choosing to deploy Appear TV*

**Oslo, Norway – September 9<sup>th</sup>, 2009**

Appear TV, a global provider of next-generation head-ends for broadcast and IP television, and Satcab, a leading Portuguese systems integrator and Appear TV business partner, today announce that Portugal Telecom (NYSE: PT), Portugal's leading telecommunications and multimedia service operator, has chosen Appear TV DC1000 head-ends as part of PT's next-generation networks project.

The DC1000 head-ends, which are to be situated at 10 metropolitan head-end sites throughout Portugal, will play an important role in ensuring that Portugal Telecom can provide its customers with exciting and advanced TV services.

"Portugal Telecom required an advanced next-generation network, so it was crucial that each component offers the greatest possible technical specification and fulfils all functionality requirements," said Martin Jahn, CEO, Satcab. "We worked with Appear TV to provide the ideal solution, and after extensive trials, the Appear TV DC1000 proved to be just that – providing Portugal Telecom with the highest quality RF signals. We were pleased to draw upon Appear TV's expertise and experience to enable Portugal Telecom to offer its consumers the best quality TV signals."

"I'm delighted that we've been chosen by Portugal Telecom to be a part of their next-generation network," says Carl Walter Holst, CEO, Appear TV. "Portugal Telecom's choice of our equipment is further evidence that our modular and flexible head-end solutions provide industry leading RF quality."

The Portugal Telecom service, Meo IPTV, is one of the fastest growing IPTV operations in the world. In the two years since its commercial launch in June 2007, the service has already grown to over 200,000 subscribers. The growth of the Meo IPTV service will be further enabled by the wider rollout of the Portugal Telecom next-generation network. This network, which deploys many advanced new technologies, enables Portugal Telecom to provide its customers with advanced new broadband, IPTV and telephony services.

Appear TV's modular head-ends are designed to achieve the most flexible high-density solutions available, enabling multiple inputs, descrambling/scrambling and a variety of output options (IP, ASI, QAM, FM Radio and analog TV). The modularity and high flexibility of the company's head-ends make them suitable

for multiple network architectures including the streaming and multiplexing of digital content over IP based networks, the distribution of TV and FM radio and the conversion of digital content for analog networks.

#### **About Appear TV**

Appear TV is based in Oslo, Norway. The company produces world-class equipment that enables operators to deliver professional broadcast services to millions of users around the globe. The company is dedicated to developing reliable, revenue-generating and innovative solutions for operators looking to deliver real-time content to the home. Appear TV head-ends are designed for modularity, high density, and flexibility. [www.appeartv.com](http://www.appeartv.com)

#### **About Satcab**

Satellite e Cabo TV, Lda, began its activities in 1995 and became, in only a few years, one of the market leading providers of satellite and cable equipment to the Portuguese telecom and broadcast industry. Satcab's proven technical expertise, reliability and commitment to quality has secured a reputation as provider of first choice. Satcab represents the interests of more than a dozen internationally reputable equipment and solutions providers, ensuring that Satcab customers have access to the best technology available. Multiple installations of "turn-key" head-end and more than 100 installations of TVRO sites all over the world have seen Satcab grow into an international operation. For more information, please visit: [www.satcab.pt](http://www.satcab.pt)

#### **About Portugal Telecom**

The PT Group is today the company in Portugal with the largest national and international projection. This is a clear and sharp result of a commitment to quality and innovation which has been guided by the need to satisfy the specific needs of each of its clients in each business area. Quoted on the Lisbon and New York Stock Exchange, the PT Group has approximately 22,000 employees serving about 35 million domestic and international clients in its home base of operation, Portugal, as well as other territories including Brazil and various prominent countries in Africa and Asia. For more information about PT Group, please visit the website at [www.telecom.pt](http://www.telecom.pt).

- ends -

**Note to editors:** If you would like a demonstration of Appear TV's wide range of next-generation head-end solutions at stand 1.A59, or to arrange a meeting with the company at IBC, please contact: Ian Westover, Platform PR, +44 (0)20 7486 4900, [ian@platformpr.com](mailto:ian@platformpr.com)

Media contact:  
Tim Langridge  
Marketing & Communications Manager  
[timothy.langridge@appeartv.com](mailto:timothy.langridge@appeartv.com)

PR contact:  
Ian Westover  
Platform PR  
[ian@platformpr.com](mailto:ian@platformpr.com)  
+44 (0)20 7486 4900