

# **VIDIACTIVE REVEAL SOCIAL TELEVISION PLATFORM**

London, 28th April 2010--Social television platform company Vidiactive today revealed their production software and new internet portal at a show and tell event for the IPTV and internet TV industry.

The Vidiactive system enables any internet video to be browsed full screen on a television and also enables users to control, share and manage their content and content feeds.

"What we're doing is catering to the way television will be viewed in the future," comments Vidiactive CEO, Ben Hookway. "We're not trying to layer internet functionality onto the TV screen. Rather, we think the big screen is great for watching video and the small screen is great for controlling and sharing that video."

The Vidiactive system is currently undergoing internal trials with one of the world's largest network providers and has caused considerable interest from the industry.

Hookway adds: "This is highly disruptive technology and, not surprisingly, it has got a lot of interest from the industry. This is shown by the fact that most of the world's leading box and chip manufacturers are expected at the launch event, as well as most of Europe's leading networks."

The launch event was attended by fifty leading representatives of the world's largest chip and box manufacturers and broadband and mobile network operators.

## Vidiactive Product FAQ

What is social television ?

It's the ability to share television programmes over the internet and interact with television services in a different way.

But I like to watch telly on, er, my telly...

That's the point, now you can take content from everywhere and watch it on your telly.

But what about YouTube and Sony--they're already doing this...

No, adding widgets and internet capabilities to TV sets is the opposite of what we're doing. We think that the internet belongs on lean forward devices and TV belongs on lean back devices. We offer the best of both worlds.

I really like my Sky box, why would I get this ?

We don't compete with Sky. Indeed, we could help Sky provide more content on their services. Also, a younger generation are watching television in a very different way, we meet their expectations.

How are you different from Boxee ?

Boxee is predominantly a consumer proposition, where everyone in the value chain has to follow their approach; Vidiactive is a service company that provides its technology to businesses.

When will your box be available ?

We're not strictly a box manufacturer: Vidiactive produces technology that work with existing chips, boxes and even screens. Our intention is to work with hardware manufacturers to add value. You can expect to see the first implementations in the shops and in your living room towards the end of the year.

How much will it cost ?

We're not a box manufacturer, but we'd expect our technology to work on boxes priced under the £100 retail mark. Our model is to charge a small monthly fee for our product and services.