

FOR RELEASE

## **TOYA extends eventIS system with VoD**

*Polish cable operator TOYA once again partners with eventIS to extend its cable network with push-VoD services and PVR functionality*

Amsterdam, The Netherlands, 12 September, 2008 – eventIS has been selected by major Polish cable TV operator TOYA to upgrade its system with push-VoD capability. The new system is being introduced into TOYA's network in three phases and will be completed by the end of 2008. It will give viewers greater choice with VoD options and PVR functionality. The new system forms an intermediate step in TOYA's plan to turn their current linear network into a full VoD operation.

One of Poland's largest cable operators, TOYA has been using eventIS products for its linear delivery system since May 2007. The upgrade to a system with push-VoD capability integrates two additional eventIS products into the existing system. The initial phase of the implementation will be marked by the introduction of an HD (High Definition) TV service. The following phase will see the introduction of PVR functionality, with the full push-VoD solution launched before the end of the year.

Push-VoD works by storing premium content on the subscriber's set-top box. This can then be selected and viewed by the user when they pay the appropriate subscription. The user perceives the push-VoD service as if it were genuine VoD.

"The eventIS solution gives us the ideal route for expansion," said Jacek Kobierzycki, CEO, TOYA. "We are very happy with the eventIS products we are already running, so we knew we could rely on them for this new system. eventIS VoD products are also based on open standards. Both companies share the same approach to the VoD business, so while we will be starting small with our push-VOD service, we wanted a solution that would be easy to expand and eventually move to a full VoD service."

"It's always highly gratifying when a customer returns for further business," said Erwin van Dommelen, CEO, eventIS. "And once this current implementation is complete, we also look forward to giving TOYA continued support in the future as they upgrade their system to deliver full, interactive VoD cable services."

### **About eventIS**

eventIS is making TV personal. The number of programs available via broadcast and on-demand will soon reach several hundred thousand. To transform content overload into a compelling and personal TV experience operators need to manage and distribute program, schedule and user metadata in completely new ways. eventIS is a key independent provider of operator-friendly, broadcast quality content promotion solutions to many leading operators. Our multi-platform integrated range of open standard tools are helping to drive business growth through schedule management, EPG and VoD catalogue generation, transaction management and service assurance systems. News from eventIS is located at [www.eventIS.eu](http://www.eventIS.eu)

### **About TOYA**

TOYA Ltd. was established in Lodz in 1991, building one of the first widespread cable networks in Poland. Now, it is among the top five cable operators in Poland. The company's main focus is on building new cable networks, as well as the expansion and modernization of the existing ones, mainly in the central and southern regions of Poland. TOYA offers technologically advanced Triple Play services.

TOYA also broadcasts an all-day local TV channel covering news, live sporting events, public education and entertainment, which is available live on the Internet. In addition, TOYA has sound and film studios used for television productions and music concerts.

[www.toya.net.pl](http://www.toya.net.pl)

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