

FOR RELEASE

VOO adopts eventIS solution for advanced VoD system

eventIS implements flexible and advanced VoD and EPG system that can be extended to include time shift and PVR services for Belgian cable operator VOO

Amsterdam, The Netherlands, 12 September, 2008 – eventIS, the Eindhoven based specialist for Video on Demand (VoD) solutions announced today that it has implemented a VoD solution for VOO. Located in the southern part of Belgium, VOO chose for the flexible eventIS solution as it would allow them to add VoD services now and later extend its digital TV network with additional premium content packages including time shift TV and network PVR services.

Enabling VOO to increase revenues by offering subscription and transactional VoD services, the advanced eventIS solution supports automatic workflow management of content, from ingest to propagation and the (re-)generation of VoD catalogues. In addition, the advanced EPG data system already contains rights management, which will allow VOO to easily extend the system to support timeshift TV and network PVR services in the future.

“We found the eventIS solution most attractive due to its flexibility and scalability,” Jean-Michel Adant, EVP from VOO said. “It will allow us to continue expanding our digital TV network with the services our customers appreciate.”

“Our ambition is to make TV personal. By implementing our VoD system, VOO can now give its subscribers more choice about what they watch and when they watch it. Working closely with our reseller and integrator B.A.S.E. technologies and the end-to-end system integrator, Cisco, meant the project went extremely smoothly,” said Erwin van Dommelen, CEO, eventIS. “When VOO enters the second phase of its expansion, we will be there to ensure the roll-out of their time shift TV and network PVR services goes just as smoothly.”

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.nl

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