

FOR RELEASE

eventIS expands reseller network

Starting from a small group of established resellers, eventIS has rapidly extended its reseller network across Western and Eastern Europe and into the Middle East, and is even now investigating possibilities in Asia Pacific

Amsterdam, The Netherlands, 12 September, 2008 – Understanding the importance of servicing regions with local know-how, eventIS is rapidly developing its reseller network. In recent months, it has signed agreements with six new resellers including Vector in Poland, Romtek in Romania, Vestel in Russia, Mome in Spain, B.A.S.E in Belgium and GloCom in Dubai. Portuguese IT business solutions company Novabase is the most recent addition to eventIS' worldwide partner network.

Opening up the Portuguese market, eventIS' reseller agreement with Novabase covers linear broadcast products and VoD (Video on Demand) systems for satellite, IPTV and DTT. Novabase has close partnerships with the main Portuguese TV operators, so this agreement will help eventIS to develop new business in Portugal.

In addition to adding Mome as a new reseller, eventIS has further strengthened its position in the Spanish market by extending its reseller agreement with the foremost Spanish telecom systems integrator Amper. The new agreement adds eventIS' video-on-demand solutions to Amper's product offering in addition to its linear broadcast solutions. And with analog switch-off in Spain planned for completion by the 3rd April 2010, uptake of digital services is happening quickly, resulting in significant business opportunities in the Spanish market.

eventIS decision to extend its reach through resellers is in part due to very successful relationships with its existing resellers including Ing. Witke in Austria and Divitel and Impeq in the Netherlands. Leading in Western and Eastern Europe, eventIS is now looking to expand further afield. Having successfully completed its first project in the Asia-Pacific, eventIS is now looking for resellers in this region to grow its market share in this fast developing region

“Working with local resellers, helps us strengthen our position in existing markets and break into new ones. Combining our knowledge of metadata management with their understanding of the local TV marketplace, gives us an advantage over the competition” said Erwin van Dommelen, CEO, eventIS. “With analog switch-off coming to many European countries, the marketplace is changing rapidly. But working closely with our reseller partners, we can respond quickly to the operators changing needs.”

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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