

Vaasan Läänin Puhelin selects Hibox Systems middleware for their new TV-service.

Vaasan Läänin Puhelin Oy, a telecommunications company in Finland renews its IPTV-service, by adding a recording-function which will revolutionize TV-watching altogether. The IPTV-solution of Hibox, marketed and sold by VLP by the name Netikka TV 2.0 makes it possible for the customers of VLP to watch their favorite TV-shows whenever is best suited for them.

“The way of watching TV is changing. People no longer gather in front of the living room TV at a certain hour, but instead want to be able to watch the shows whenever it suits them. This change is for example visible in the popularity rate of the recording digital boxes. Thanks to the week recording function of Netikka TV, you no longer have to remember to record individual shows – you can watch any show from the previous days one week back”, says Reino Lähdemäki, the development director of VLP.

“We are very pleased that VLP chose Hibox’s solution for their new IPTV-service. For a long time, Hibox has focused on developing advanced on-demand-services. This deal has confirmed that we are on the right way. Within a close future, we predict that a large part of the media consumption in Finland will be on-demand-based”, says Staffan Granholm, the managing director of Hibox.

With the IPTV-solution of Hibox, the lines between traditional TV-watching and normal computer usage will be erased. The customer can choose to watch or record shows using either the digital box, or a web-based interface through his personal computer. In addition, the user can read e-mail, surf the web and play games on the TV-screen. In order to use the service, a broadband connection of at least 8 Mbits/s is required. About 30,000 of the households within VLT: s network have the possibility of such a connection.

About Vaasan Läänin Puhelin Oy

The Vaasan Läänin Puhelin-group is the market leader of telecommunications in Ostrobothnia, South- and Central Ostrobothnia. The company is active within all the different spheres of telecommunication, with a growing emphasis on the production of internet- and data services for consumer -, company- and operator customers and on rapidly growing IT- and security services. Included in the group are Vaasan Läänin Puhelin Oy, Kokkolan Puhelin Oy and VLT Invest Oy including sub companies.

About Hibox Systems Oy

Hibox Systems is a Finnish company active in Turku. Hibox was founded in March 2005, and develops and sells interactive TV-systems and services to networking operators, hotels and real-estate companies. Hibox has specialized in developing TV-system solutions based on the IPTV-technology which makes it possible to use new kinds of digital services for information, entertainment and two-way-communication. Hibox seeks a rapid growth, based on a fast and continuous product development, bringing with it both a product leading position in Finland and abroad, and a modern and cost-efficient business model.