

## **Hibox enters the IPTV Market in the Middle East with Nuetel Communications**

Today Hibox announced its first customer in the Middle East. Nuetel Communications, a national triple play telecommunications operator in Bahrain, has chosen the Hibox IPTV middleware solution. With the Hibox IPTV solution Nuetel Communications will expand its IPTV offering with new services such as VOD, EPG and Network PVR. Nuetel will utilize Hibox's flexible three screens technology which means that the subscribers will have easy access to the content and the functionality not only from their set-top-boxes but also from their personal computers and mobile phones.

The companies also announced that Nuetel will become a partner for Hibox in the Middle East. Nuetel will market and sell Hibox's IPTV products both to other triple play companies as well as to hospitality companies in the region.

*"We chose the Hibox IPTV solution due to its flexibility, robustness and feature richness. It is very important for us to have a solution that can be customized to meet our own and our customers' demands." says Saeed Al Majed, CEO of Nuetel Communications. "Nuetel will market and deploy Hibox's IPTV products to other companies as well as to hospitality companies in the region".*

*"We are very pleased that Nuetel Communications has chosen Hibox and we are confident this partnership will successfully meet Nuetel's goal of satisfying and increasing its IPTV subscribers in Bahrain." says Staffan Granholm, CEO of Hibox. "Nuetel has a very clear vision of what they want to accomplish and we are looking forward to working with them to provide the best IPTV services in the region".*

### **About Nuetel Communications**

Nuetel is a national triple play telecommunications operator in Bahrain with regional infrastructure and alliances. Nuetel has built the country's first "Intelligent City" at Amwaj Islands, where the company has delivered voice, video and data services over a fibre optic Next Generation Network infrastructure within Amwaj Islands or through Microwave links to the main key business areas in Bahrain.

### **About Hibox Systems Ltd**

Hibox Systems Ltd is a Finnish company, which offers advanced interactive information and entertainment solutions for the hospitality industry as well as IPTV solutions for broadband providers.

For more information please visit <http://www.nue-tel.com> or <http://www.hibox.tv>.

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