



Press release June 2012

## **Hibox's middleware powers Anvia's new multi-device service Watson**

TURKU, FINLAND – June 26<sup>th</sup>, 2012 – Hibox Systems, a leading technology provider of IPTV platforms, and Anvia, one of the most prominent telecom operators in Finland, today announced the renewal of Anvia's IPTV service. The new service, branded Anvia Watson, will utilize Hibox's flexible IPTV platform in order to enable access to content and services from set-top-boxes, PC:s, Connected-TV:s and mobile devices. The new service also comes with a new visually appealing set-top-box user interface with crystal clear HD graphics.

"The way of watching TV is changing. People want to watch programs whenever it suits them and on many different devices. Sometimes family and friends are gathered in front of the large living room TV whilst the kids are watching TV in their own room, e.g. on a tablet. Watson serves all these needs", says Mathias Norrback, director of Anvia's consumer services.

"We are very excited that Anvia has chosen to expand its IPTV offering with new multi-device functionality", says Staffan Granholm, CEO of Hibox Systems. "With Hibox's flexible IPTV platform Anvia will also be able to expand its TV offering beyond its regional network. We are very pleased that Anvia has chosen to continue working in tight cooperation with Hibox and we are confident this partnership will enable Anvia to build one of the best TV services in Finland."

### **About Anvia**

Anvia is an expanding Finnish group that provides solutions and services in three business areas: ICT, TV and Security. Anvia possesses a wide knowledge of information and communication technology and provides consumers and businesses with modern high-quality communication, IT and security solutions. In Finnish telecom industry, Anvia is the fourth largest operator. In 2011, Anvia Group had a turnover of 117 million, and an operating profit of 8.0 million. Today Anvia has a staff of approximately 700 people. For more information, please visit [www.anvia.fi](http://www.anvia.fi)

### **About Hibox Systems**

Hibox Systems Oy Ab is a Finnish company with offices in Finland and in Austria, which offers advanced interactive information and entertainment solutions for the hospitality industry as well as IPTV solutions for broadband providers. With sales of EUR 2.2 million in 2011 the company is one of the fastest growing technology companies in Finland. The company is owned by management and the Anvia Group.

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