



PRESS ANNOUNCEMENT FOR IMMEDIATE RELEASE



HyperPanel Lab and Celeno showcase a disruptive home IPTV head-end tailored specifically for residential use.

AMSTERDAM - September 12, 2013 - HyperPanel Lab and Celeno Communications today announced that they are combining their unique and complementary expertise in order to offer the first **Home IPTV Head-End** designed and priced specifically to tackle the residential market.

Today, the rate of IPTV service deployment is drastically limited by two main factors:

1. The costly deployment of multiple, rack-mounted IPTV head-ends by Telecom Operators to enable managed IPTV services
2. The 3 kilometer distance limitation between centralized head-ends and subscriber residences (distance is substantially less for HDTV services).

In order to overcome the above challenges, IPTV service providers have been offering DTH and DTT connected set-top boxes to expand and scale their TV service to all subscribers.

However, the solution lacks the flexibility to accommodate multi-room video sharing as well as the ability to support portable screens. A new approach is required to achieve optimal home video distribution that will allow multi-room connectivity and streaming to wireless screens while minimizing infrastructure costs and optimizing OPEX.

HyperPanel and Celeno have created a fully-fledged Home IPTV Head-End tailored specifically for residential use. This solution harnesses the benefits of DTT and DTH video ubiquity with IP-video flexibility to reach multiple rooms and portable devices throughout the Home Cloud.

HyperPanel Lab and Celeno Communications have combined their core technologies to offer a disruptive consumer IPTV Head-End platform.

- HyperPanel Lab is responsible for the entire front-end component which is comprised of four Broadcast tuners which running smoothly in parallel - either Satellite or DTT, a real NAS managed HDD to create a local Home TV Cloud (indoor OTT & network DVR), as well as a multiscreen integrated Head-End system for multiplexing, IP repurposing and CAS/DRM function when required.
- Celeno is responsible for the home distribution network, powering best-of-breed wireless solutions, - 802.11n and 802.11ac Video Bridges, which deliver unrivalled QoS for wireless multiscreen HDTV, by addressing optimization issues in air time management, beam steering and interference mitigation.

« Enabling IPTV Head-End equipment to operate in the residential market aligns us with the FEMTOCELL industry initiative breakthrough in the mobile space in which mobile operators are providing improved cellular coverage at home utilizing low-power indoor wireless Access Points that operate within their 3G licensed spectrum » stated Mr Laoreato Santonastasi, CEO of HyperPanel Lab.



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“This Home IPTV Head-End solution is fulfilling the growing need for an open multi-screen wireless HDTV video ecosystem, enabling whole home indoor coverage of Broadcast TV. Celeno is ideally positioned to capitalize on this growing trend by helping service providers ensure subscriber satisfaction while increasing ARPU.” said Mr Gilad Rozen, CEO of Celeno.

- HyperPanel Lab will demonstrate the solution at IBC on its ODM partner booth – ASKEY Computer Corporation - **3.A38**
- Meet Celeno Communications at IBC on Booth # **3.B20b**

ABOUT HYPERPANEL LAB:

HyperPanel Lab is a fully Private French company that was founded in 1986. Since its inception, the company has sustainably managed to self-finance the development of its own real-time Operating System, such RTOS being ideally tailored to handle complex Mainframe, Telecom and Television based architectures.

In 1996, pioneering the global advent of Digital TV, HyperPanel Lab has created the whole Middleware of the world first digital set-top box: that was for CanalSatellite®. Almost 35 millions licenses of that core technology have been deployed on more than fifty different hardware platforms.

In 2013, HyperPanel Lab is introducing a revolutionary multiscreen platform - Home Media Cloud – thus enabling a disruptive newer Paradigm combining the seamless management of both Broadcast, Broadband and even Smart-Home and IoT on the numerous and heterogeneous screens within the home.

www.hyperpanel.com

ABOUT CELENO

Celeno provides high performance Wi-Fi chips and software for HD multimedia and entertainment home networking applications. Celeno’s extensive chip portfolio and OptimizAIR™ technology enable the wireless distribution of multiple and simultaneous HD video streams throughout the home with the highest levels of performance and reliability while ensuring a superlative quality of service and user experience. Celeno’s field-proven chips have been integrated into numerous OEM Wi-Fi devices and have been deployed with over 75 service providers worldwide. Founded in 2005, the company has offices and representatives in EMEA, the US and Asia-Pacific and is backed by blue chip investors including Cisco Systems, Greylock IL Partners, Liberty Global, Pitango Venture Capital and Vintage Investment Partners.

www.celeno.com