

## **Global Digital Broadcast partners with Verismo Networks to bring VuNow to the UK**

4<sup>th</sup> August 2009 (Brighton, UK): UK-based IPTV platform, Global Digital Broadcast (GDB), proves itself as a leading player in the international IPTV race by partnering with Verismo Networks in order to launch VuNow into the UK.

This partnership furthers GDB's existing IPTV services to the UK, whilst extending Verismo Network's offerings into the UK and Europe. Under the agreement, GDB secures rights to provide its IPTV channels via the VuNow service, to the UK, at launch this September 2009.

Currently only available in the USA, the VuNow service enhances TV entertainment by giving consumers the ability to access and enjoy internet video directly on their TV, without a computer.

GDB's channels join the current features of the Vunow service, such as access to Youtube<sup>TM</sup> and other popular websites (MSN, National Geographic, Wedding TV, CNN Video, ABC News and many more); Personal Media, which, allows the sharing of photos, music and video with family and friends, via the TV; Video Search (powered by Vtap), which, allows the consumer to search from thousands of online video sites (Vunow supports more than 1000 video sites) and Movies & TV, which, places movies and TV episodes from Hollywood to Bollywood, as well as foreign films, classics, documentaries, TV series, independent features, special-interest titles, educational and instructional videos, and much more, at the fingertips of the consumer.

Dhaval Ajmera, Executive VP of Verismo Networks, comments: "We are pleased to partner with GDBTV. The bouquet of live TV channels, provided by GDBTV, is crucial for the success of Verismo Network's VuNow Internet TV platform in the UK".

Jim Deans, GDB co-founder and managing director, comments: "I am confident that this product, combined with its current capability, GDB's wealth of content and Verismo's award winning IPTV platform, will catapult to the forefront of both the IPTV and digital TV market, not only because it provides the consumer with everything they want, but, it has all of the correct methods already set in place, and proven, to do so".

ENDS.

NOTES TO EDITORS.

### **About Verismo Networks:**

Verismo's VuNow platform transforms the TV set into a powerful multi-media hub with an unbelievable level of choice and ease in accessing digital entertainment. You've never seen your television like this before. The privately held company is based in Mountain View, California, with offices in Bangalore, India. For more information, please visit:

[www.verismonetworks.com](http://www.verismonetworks.com)

### **About Global Digital Broadcast:**

Established in 2005 and headquartered in Brighton, East Sussex, Global Digital Broadcast (GDBTV) provides technical services in order to enable internet protocol television (IPTV) to be delivered by broadcasters around the world, to viewers around the world. It is the first to develop and implement such a comprehensive, end-to-end, IPTV application, including the

G-Studio middleware; an IP set-top box (IP-STB); the online virtual set-top box (VSTB) application; secure age verification processes; and its pioneering MyPVR application, which enables the user/viewer to access previously screened programmes, including saving them in full.

GDBTV maintains and operates a number of international IPTV set-top box networks and can deliver globally online. (<http://www.gdbtv.com>)

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