

Pressemitteilung

Vodafone TV is evolving into a media content manager

- Vodafone TV is now available via LTE
- Set-top box is a central home network component

Düsseldorf/Berlin, 1 September 2011. Media convergence is the technology of the future. Vodafone is getting Vodafone TV ready for fourth generation LTE (Long Term Evolution) mobile technology. At the same time, the communications group is equipping the Vodafone TV set-top box for use in home networks, transforming it into a TV and media content management solution. Vodafone will be demonstrating how its innovative set-top box – in conjunction with the Vodafone WLAN router – can transfer music stored on the PC to the stereo system, stream movies from an external hard disk to the tablet PC and display photos taken by mobile phone on TV at the IFA trade fair in Berlin.

Vodafone TV is an innovative hybrid solution which unites conventional satellite and cable TV reception with additional internet functions via DSL – and now also via LTE. The Düsseldorf-based communications group began upgrading its network for LTE in autumn 2010 and now serves around five million households. LTE will initially be available in rural regions which didn't previously have broadband internet and then extended into the major cities. LTE customers can now register to participate in the first Vodafone TV via LTE test phase at www.vodafone.de/tv/lte.

The hybrid set-top box selects the best quality signal from the available satellite or cable and broadband connections. This innovative Vodafone TV technology can be used with a 2 mbps or more internet connection. The basic package includes over 50 channels and HD viewers have a choice of 14 channels on Vodafone TV. To watch them all, 10 mbps or higher broadband access is necessary. Foreign language, movie and TV series channels are optionally available. Vodafone TV also has a

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comprehensive video-on-demand service. It was launched in spring and already has around 40,000 customers. The Vodafone TV basic package costs ten euros a month.

Vodafone is also upgrading its Vodafone TV set-top box into a central home network device with integrated media centre. In conjunction with the EasyBox, as Vodafone calls its WLAN router, digital media can be distributed to various devices in the home network. It is based on the industry-wide DLNA standard which enables different electronic devices and storage media to communicate with each other. It can transfer songs stored on the computer to the stereo system, stream movies from an external hard disk to a tablet PC or display photos taken with a mobile phone on TV.

Visit Vodafone at the IFA 2011 in Hall 18, Stand 101. All Vodafone press releases, photos, videos and audio material are published in the press section on www.vodafone-deutschland.de.

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Vodafone Germany

is one of the largest and most modern telecommunications providers in Europe. It realises turnover of more than nine billion euros and has 12,000 employees. Based in Düsseldorf, Vodafone Germany is a one-stop innovative and integrated technology and service provider with a portfolio including mobile communications, fixed network telephony, internet and broadband data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. In July 2011, the Stiftung Warentest consumer organisation tested all four of the German network operators' networks and gave the Vodafone network the quality rating of 'Good' (2.4). In 2010, Vodafone was named Best Network in Germany for the fourth time in succession by the "connect" magazine.

Vodafone is committed to CSR. The German Vodafone Foundation is a socio-political think tank that initiates and supports numerous projects in the fields of education, integration and social mobility. The company is part of the Vodafone Group. Visit the website at www.vodafone-deutschland.de for further information.