

PRESS RELEASE



ANEVIA, LG ELECTRONICS AND ZENITH ELECTRONICS LLC PRESS ANNOUNCEMENT

Anevia, LG Electronics and Zenith Electronics LLC, announce the availability of Pro:Idiom encryption on Anevia Hospitality leading Head-end platform, the Flamingo XL/XS, providing New Business Opportunities for Hospitality Entertainment providers and IPTV integrators.

Paris – September 15, 2013 – LG Electronics and its US research subsidiary, Zenith Electronics LLC, joined forces with Anevia, a leader in video streaming solutions and service infrastructures for live TV and video on demand (VOD), in the development of a new embedded Pro:Idiom® Video Distribution Transcoder System integrated in the market leading Hospitality Head-end platform: Flamingo.

In order to comply with international content rights legislation and specific demands articulated by content providers, Hospitality solutions have to support video encryption such that video content could be securely streamed from the video streaming solutions or the VoD server to the TV screen.

Flamingo is a modular, easy-to-configure-and-deploy family of IPTV and multi-screen head-ends targeted at the hospitality market. Flamingo captures live TV & radio content from satellite, cable and digital terrestrial, and streams it over IP networks to set-top boxes, PCs and other IP-connected devices. The family also offers web TV, web Radio and rescrambling as optional features.

Hoteliers can therefore rely on fewer devices for an interactive IPTV experience and assured content security. The benefits of such a system include:

- Cost advantage: Installation
- Cost advantage: Cost-lowering efficiency even in Smaller Hotels
- Differentiator: Manageability and scalability guaranteeing reducing investment risk

Said Kukho Bae, Research fellow of Commercial Display Lab of LGE Korea: “The Market is always looking for more functionality with less hardware! The Zenith LLC Pro:Idiom® encryption scheme has proved to be optimal to meet these needs and has become a de facto standard in many regions. The Flamingo XL with Pro:Idiom® Video Distribution Transcoder System provides a robust, flexible and scalable HDTV solution for system providers who provide satellite delivered content to commercial facilities (hotels, hospitals, etc.)”

Said Shawn Kim, Director, Head of B2B Europe: “LG’s commitment to Content security is of major importance. When entering the hotel market, we found that the commercialization of LCD displays in hotels depended on the hotel operator’s ability to deliver high-value digital content fast and efficiently without compromising on the security aspect. This is why we have actively invested in the development of Pro:Idiom, a highly secured encryption standard for the delivery of both satellite Pay-TV content and Video-on-demand services. Being accepted by all leading content providers and satellite delivery systems, Pro:Idiom technology has been embedded in our LP860H and LT760H series. This assures HDTV and other high value content services to be deployed rapidly while minimizing the risk of customers tampering with or removing needed components.”



Said Damien Lucas, Anevia Cofounder, VP Sales & Strategy: “The Flamingo is now the first Head-end to convert satellite, cable and digital terrestrial-originated SD and HD programming to an encrypted, encoded Pro:Idiom transport stream. This allows the content to remain encoded throughout the delivery chain as required by many leading providers. A Pro:Idiom-compatible television is required to view premium HD content, and a valid session ID must be set at the TV in order for Pro:Idiom decryption to be enabled. LG’s Pay-Per-View (PPV) partners can easily set up this session through their interface. LG’s Free-To-Guest (FTG) Mode of operation also enables Pro:Idiom decryption.”

Said Richard Lewis, Senior Vice President Zenith Electronics LLC: “In the IPTV Gateway world, everything becomes software based. Anevia has excellent expertise in the area of software for video streaming solutions and service infrastructures for live TV and video on demand (VOD); our implementation track record of embedded Content Security and our network of Hospitality Systems Integrators partners are second to none. Our competency profile is perfectly complementary with Anevia’s while we share the same dynamic approach to developing innovative solutions that improve the guest experience as well as the hotel’s operating cost and environmental performance.”

About Anevia Enterprise

Anevia Enterprise, a business unit of Anevia, delivers solutions to hotels, cruise ships, aircraft, educational facilities, government bureaus, and corporations looking to deploy advanced live and on demand video over IP streaming services. For more information.

About LG Electronics

LG Electronics, Inc., a \$48.5-billion global force in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a wide range of digital display and digital media products, digital appliances and mobile phones under LG’s « Life’s Good » marketing theme.

About Zenith Electronics LLC

LG’s U.S. R&D subsidiary Zenith Electronics in Lincolnshire, Ill., is a long-time leader in consumer electronics technologies and a pioneer in digital HDTV, having developed the « VSB » digital transmission system at the heart of the ATSC DTV Standard adopted by the Federal Communications Commission. Zenith’s Emmy-award-winning technologies include TV remote control, stereo TV, flat CRTs and HDTV. Zenith merged with LG Electronics in 1999.

Pro:Idiom® is a registered trademark of Zenith Electronics LLC

Pro:Idiom Licensing. Pro:Idiom is an encryption technology widely used in the hospitality industry for the delivery of digital television signals. Licensing of the technology is administered by Zenith Electronics LLC and qualified companies may enter into an agreement with Zenith including a royalty free license to practice the technology.

For additional information, please visit www.zenith.com and www.lg.com/.

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