

## ANEVIA AND TR SERVICES CHOSEN BY SBB OPERATOR TO DEVELOP ITS B2B HOSPITALITY OFFER

Anevia, a leading provider of OTT and IPTV software solutions, announces that Serbian cable operator SBB has selected IT systems integrator TR Services and Anevia's Flamingo head-ends to develop its hospitality offer and provide hotels with an unrivalled selection of content.

**SBB**, the leading digital and analogue cable television, Internet and landline telephony operator in Serbia, aims to reinforce its presence in the B2B market. To this end, in April 2018, it signed a Frame Agreement with TR Services, Anevia's certified re-seller in the region since 2012, sealing a strong partnership between the two companies.

The Flamingo head-ends were chosen as part of a project to capture an IP bouquet and transform it into coaxial multicast streams that are compatible with hotel buildings' coaxial structure and capable of offering high-performance TV services. They are already available in a number of hotels that have subscribed to the SBB offer.

"Flamingo's modularity and scalability were undoubtedly the decisive factors in making our choice," commented Dragan Bilic, Director of TR Services. "By embedding a coax modulation and the ability to create virtual internal channels, Flamingo IPTV head-ends are the perfect fit. Furthermore, with the scalability feature, hotels can easily provide multiscreen services and pause-TV to offer their guests a real home experience."

"We are thrilled to sign this agreement, which opens the door to many success stories to come in Southeast Europe with TR Services," added Slaviša Danilović, Pre-Sales Engineer at SBB Solutions. "There is a real need for this type of product in the region, and Flamingo's modularity makes it one of the most flexible head-ends on the market, as it can be embedded in any infrastructure, be it coaxial, IP, WiFi or hybrid. Furthermore, as part of United Group, the leading telecommunications and media platform in Southeast Europe operating in six countries of the former Yugoslavia, we can take advantage of Anevia's Cloud Monitoring Platform that allows us to survey our installations throughout the region in real time."

"Thanks to TR Services' network of partners and United Group affiliates in the whole Balkan region, there are countless opportunities for development here," commented Natalia Shapkina, Anevia's Head of Strategic Partnerships for the hospitality industry. "We are delighted to support SBB and TR Services in order to raise our cooperation to a new level and to expand our operations in Eastern Europe."

## About Anevia

Anevia is a leading OTT and IPTV software provider of innovative multiscreen solutions for the delivery of live TV, streaming video, time-shifted TV and video on demand services. The company offers a comprehensive portfolio of video compression, multiscreen IPTV head-ends, Cloud DVR and CDN solutions to enable viewers to enjoy a next-generation TV experience – anywhere, anytime and on any screen – including 4K UHD content. The solutions have been widely adopted by globally-renowned telecom and pay-TV operators, TV broadcasters and video service providers in hospitality, healthcare and corporate businesses.

Founded in 2003, Anevia has a track record of being first to market with advanced video technologies. The company is a member and active contributor to several TV, media and hospitality industry associations. Headquartered in France, with regional offices in the USA, Dubai and Singapore, Anevia is listed on the Paris Euronext Growth market.

For more information please visit [www.anevia.com](http://www.anevia.com).

## About United Group

United Group is the leading multi-play telecoms and media provider in South East Europe, providing customers with a full range of telecommunications services. It has the broadest network coverage in the region and offers customers an unrivalled selection of content, from local offerings to the best selection from across the globe.

United Group consists of SBB (the leading cable operator in Serbia), Telemach Slovenia (the leading cable operator and the fastest growing mobile operator in Slovenia), Telemach Bosnia and Herzegovina (the leading cable operator in Bosnia and Herzegovina), United Media (the leading content business, as well as advertising sales business), United Cloud (R&D Center) and other businesses including NetTV Plus (a leading provider of telecom services over the internet). The Group also provides services using a number of ancillary brands resulting from its growth across the region.

**SBB** is the leading digital and analogue cable television, Internet and landline telephony operator in Serbia. SBB has decades-long experience in bringing digital signals to its users. By providing the highest speed internet, SBB has become the leader in the field of Internet service providing, and it continues to work on developing free Wi-Fi zones for its users, nationally as well as abroad. The company is the second-ranking operator of landline telephony in Serbia. It is a part of regional United Group.

### **About TR Services**

TRS is a systems integrator based in Serbia. The company was established in 2009 by Group Telecom Reseaux Services based in France in order to develop large companies' businesses in the ex-Yugoslavia region.

Over the past 9 years, the company has followed the telecom market evolution satisfying the needs and requirements of end users in telephony, WiFi network infrastructures, and converged communications including audio, video and IPTV solutions.

TRS provides project management and technical support for each market and accompanies its customers through complex projects thanks to its qualified and certified team of experts.

For more information, visit our website: [www.trservices.rs](http://www.trservices.rs)

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