

XroadMedia to power DVBLLogic's personal TV solution

Eindhoven/Vienna – 21. November 2014 – XroadMedia, specialists in building innovative and groundbreaking content discovery and recommendation solutions, today announced a partnership with DVBLLogic, a leading provider of innovative TV services for NAS and Windows personal computers, to enable personal content discovery and recommendations in the DVBLink product suite.

DVBLink transforms NAS and Windows systems into an advanced TV solution and Personal Video Recorder (PVR). DVBLink offers everything a viewer needs to enjoy cable, terrestrial, IP and satellite TV channels and recordings within their homes and on the go. Ncanto, XroadMedia's cloud-based content discovery solution, powers DVBLink to offer advanced content discovery functionalities and recommendations to viewers based on their interests and viewing behavior. With Ncanto and DVBLink users will be able to enjoy personal recommendations across multiple screens and platforms.

Adolf Proidl, CEO and Co-Founder of XroadMedia, commented: "With more content available than ever before, content discovery and recommendations have become an essential requirement for content and service providers, who are seeking to increase viewer's satisfaction and to effectively monetize their content offering. We are proud to partner with DVBLLogic to introduce content discovery and recommendations to a new TV audience in Europe. Without any doubt, the new DVBLink offering provides a unique and innovative way to enjoy TV content on any device and wherever you are."

Pavlo Barvinko, Co-Founder of DVBLLogic, added: "Our viewers demand more relevance and convenience in the way they consume content. Therefore we have developed our new DVBLink suite, offering advanced content discovery and recommendations to make sure our viewers can enjoy programs they like across multiple platforms and through easy to use consumption patterns. Working with XroadMedia made this vision not only possible, but also a smooth process thanks to their versatile and easy to integrate solution."

Ncanto is provided as Software as a Service (SaaS) operated and managed by XroadMedia. The SaaS approach allowed DVBLLogic to add personal content discovery and recommendation functionalities to the DVBLink product suite in the shortest time to market possible.

The new DVBLink TV Adviser products can be downloaded from www.dvblogic.com. At launch two regional packages are available, covering TV channels in Germany, Austria and Switzerland as well as in the UK and Northern Ireland.

About XroadMedia:

At XroadMedia (pronounced "Crossroad Media") we have developed the next generation content discovery, recommendation and targeting solution - Ncanto. Based on more than a decade of product and market research, as well as customer deployments in the Internet, media and broadcast industries, Ncanto is an innovative back-end solution, which is optimized for cloud- and server-based deployments. Ncanto boosts our customers' profits and revenues by uniquely combining user taste with our customers' requirements and business models. Thanks to our flexible architecture and standards based API connectivity we even help our customers to reduce integration costs and time-to-market to an absolute minimum compared to competitive solutions in the market.

XroadMedia was founded by leading industry experts in the areas of content discovery & navigation and former management team members of APRICO Solutions, a venture of Royal Philips Electronics. Our core business is to help our customers strengthen their existing revenue streams and to generate new opportunities by assisting their customers – the consumer – in mastering the flood of digital assets and diversity of content consumption devices. XroadMedia is headquartered in Vienna, Austria, with a second office in London, United Kingdom.

About DVBLLogic:

DVBLLogic was founded in 2007 in Eindhoven (Netherlands). Its first DVBLink products have enabled full-featured satellite and cable TV reception for Windows MediaCenter. In the following years the DVBLLogic product portfolio has grown and now offers a complete set of live or recorded TV solutions for Windows, desktop Linux, Raspberry Pi and NAS platforms. With the support for Satellite (DVB-S/S2), Cable (DVB-C and QAM), Terrestrial (DVB-T/T2 and ATSC) and IPTV reception DVBLink records user's favourite TV programs in original quality directly to a hard disk of a computer or a NAS and distributes live and recorded TV content within a home network and on the go.

Since its foundation DVBLLogic has introduced products for use with many manufacturers, including Synology, QNAP, Western Digital, NETGEAR, ASUSTOR, PCTV Systems, Technotrend and many others.

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