



Media Release

Strong Technologies announce IceTV support for DVRs.

IceTV's Interactive EPG service now available for Strong customers in Australia

Sydney, Australia, January 21, 2010 – Strong Technologies, a worldwide leader in digital video recorder (DVR) and set-top-box technology, has joined the growing list of major PVR and DVR brands in Australia to support IceTV.

In an announcement made today, Strong have completed integration of IceTV's interactive electronic program guide (EPG) service and advance remote recording features for digital free-to-air TV by releasing a software update for selected Strong DVR models sold in Australia.

Strong customers will now be able to use IceTV's premium EPG data to drive their Strong DVR, as well as gain access to IceTV's online Interactive recording features to intelligently manage what they record at home.

With a free IceTV membership included with any Strong SRT 5492 or SRT 5495 DVR purchase, Strong customers will enjoy fantastic phone support from IceTV (available 7-days per week), while significantly enhancing their digital TV experience.

Strong customers can now choose an array of advanced recording options via the IceTV website, 3G mobile friendly site (m.icetv.com.au), or when using IceTV's iPhone app & TV Guide widgets. Features include; true 'series' recording & advanced 'keyword' recording, the ability to set favourites & create a personalised TV Guide for the week ahead and more.

Jim Kaneleas, the Product Manager at *Strong Technologies* said, "*Strong is excited to now offer the IceTV EPG service to our customers. We are constantly striving to make our products ever more user friendly and now with IceTV functionality, the features of our range of DVRs are enhanced. We look forward to partnering with IceTV in the future on new and exciting models*"

To celebrate today's announcement and to help customers appreciate the difference IceTV will make to their digital free-to-air TV viewing experience, IceTV and Strong have agreed to give existing customers with an 'ice enabled' Strong DVR a free 6 month membership to IceTV, (available until 31/3/10). New customers, who purchase an 'ice enabled' Strong DVR from the 1st of April, 2010, will receive a free 3 month membership to IceTV (valued at \$33).

Matt Kossatz, general manager at IceTV, said, *"We are very happy to now include Strong in the growing list of DVR brands that support IceTV. Not only will Strong customers be able to enjoy all the latest channels on Freeview, but they will now have greater access and control over the way they watch their favourite content on these channels, with access to IceTV. We look forward to continuing to work Strong and significantly enhancing the experience had by their customers across Australia."*

The Strong SRT 5492 DVR and SRT 5495 DVR each come equipped with Twin HD Tuners, a 500Gb hard drive, Ethernet (LAN) connectivity, MPEG-4 compliance and are available from leading retailers across Australia, for \$599.00 and \$549.00 respectively.

About Strong Technologies

Strong is a leader in digital television receiving equipment; and make a point of setting the company apart by a relentless effort toward providing high quality products, backed by outstanding technical support and after-sales service. Strong specializes in Terrestrial and Satellite Digital Receiving equipment. Strong's portfolio of award winning products are offered in hundreds of retailers and used by thousands of end –users. With a 142 year history, 20 years Set-top Box Experience, subsidiaries in 16 countries and a distribution on 5 continents our Brand is Strong.

About IceTV

IceTV is worldwide leader and provider of electronic program guide (EPG) information and EPG related interactive software applications. IceTV works closely with manufacturers of personal video recorders (PVRs) and digital video recorders (DVRs), as well as leading brands of Microsoft-based media centre devices and TV Tuner products for Mac and PC's, to provide Australian digital free-to-air viewers with an independent EPG service and unmatched advanced recording features.

Commercially launched in April 2005, the Australian owned and based company has been a pioneer in digital TV recording and EPG related technology for the past 5 years and has led the way with custom interactive software and mobile phone applications.

Since its beginnings, IceTV has had one aim, to give users freedom of choice in everything they watch on their TV. IceTV wants you to record what you want, skip what you want and watch it at a time that suits you. IceTV makes recording and managing your TV shows simpler and smarter – so you'll never miss a show again.

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