

# Pace maps the road to the connected home at IBC 2011

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## Pace unveils new hardware, software and service portfolio to 'Make it all Work'

At IBC 2011, Pace plc (Hall 1, B19) will unveil its full portfolio of products and services for global broadcast and broadband markets, designed to give operators full control over how and when they innovate and develop their services. This portfolio is designed to provide tailored solutions to cable, satellite and telco operators, regardless of their location or market stage – from early digital service rollout to advanced connected home, multi-screen services.

With the theme 'Making it all work', the Pace stand will offer operators the opportunity to understand how to navigate the complexities of delivering a great home entertainment experience across multiple devices around the home. Demonstration highlights will include:

- Cutting-edge set-top box and gateway devices, including a new set of powerful HD set-top boxes that can be used as IP clients within a home network
- The Pace Media Gateway, a highly advanced next generation smartbox that seamlessly interconnects payTV and broadband content with any screen in the home, opening up new revenue opportunities for operators
- Elements software platform, which supports the design, delivery and management of digital content and services into and around the home to ensure an outstanding consumer experience anywhere, anytime, across any device
- Examples of leading-edge customer services, enabled by Pace technology and support

IBC will also provide the first view of Pace's full service range, designed to support operators as they plan, launch, support and expand subscriber services. The portfolio has been built out of Pace's extensive experience of delivering digital services to broadcast and broadband operators throughout the world, and includes product delivery, technically skilled call centres and other customer care support, and consulting services.

IBC 2011 marks a milestone for Pace, as the company delivers on its strategy to broaden out its capabilities beyond its core set-top box business into gateways, smartboxes, software and services. At the same time, Pace's traditional business has continued to grow; the company remains the global market leader in set-top boxes and has now shipped over 120 million set-top boxes (STBs) globally, underlining Pace's global leadership in the digital TV market.

Neil Gaydon, CEO of Pace, says: "2011 has been a major year for Pace in terms of product and service development, delivering on our vision of the connected home. Our IBC 2011 theme – 'Making It All Work' – stands out against the industry noise to clearly define our proposition and our intention

to simplify the complexity behind the scenes for our customers.

“We have worked with some of the world’s most successful payTV operators and developed the steps to drive forward a streamlined, simple and, above all, enjoyable consumer experience. For us, IBC 2011 is about detailing where Pace is going this year and beyond, building further on our capabilities in set-top boxes, gateways, smartboxes, software and services.”

John Kendall, market research analyst, IMS Research, comments: “This is a new direction for Pace. With Pace as the world’s number-one set-top box provider in units shipped, the company is uniquely positioned to broaden its product and service range. The company’s recent announcements and the product suite Pace is showcasing at IBC 2011 indicate a willingness to adapt to current market demands and operator needs. From the perspective of the industry, Pace’s vision falls in line with where IMS Research sees growth opportunities in the market.”

Neil Gaydon, Pace’s CEO, will be a keynote speaker on Saturday 10th September, 09:30-11:00, as a participant in the ‘The Connected TV: remaking the TV industry; the battle for the home screen’ panel debate.

In addition, Pace Senior Vice president of Technology, Jaime Fink, will speak in a panel debate on ‘Devices, Devices Everywhere – How Technology is Changing Viewer Behaviour and Vice Versa’, at 14:00-17:30, Saturday 10th September.

IBC is taking place at the RAI in Amsterdam, September 9th – 13th, 2011.

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