

Pace puts Bouygues Telecom in driving seat with new gateway software platform

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Pace's Helium software underpins Bouygues Telecom gateway platform to enable fast, remote rollout of new services, apps and features across all gateway devices

Pace plc today announced that it is providing the Pace Helium Unified Gateway Software and professional services to support the rollout of Bouygues Telecom's gateway platform. Bouygues Telecom, one of France's major mobile, fixed line, Internet and TV communications providers, will install Pace's Helium Unified Gateway Software platform across all of its new BBOX Sensation gateways, as well as legacy devices, in 1.3million subscriber homes across France. The deal will allow Bouygues Telecom to have full control over the platform moving forward, so that it can deploy updates easily, when needed.

Helium's hardware-agnostic design enables Bouygues Telecom to remote manage and deploy services or technical changes across all gateway devices in subscribers' homes, regardless of vendor. Previously Bouygues Telecom would have had to work with each individual hardware vendor to install their own software onto each device. With Helium, Bouygues Telecom can now test and qualify on one gateway solution, eliminating the need for vendor-specific integration work when changes are made.

Bouygues Telecom's next generation gateway platform is designed to enable the operator to offer subscribers the latest in TV and IP-based services as soon as they become available. As well as providing the Helium software, Pace has provided integration, training and consulting services. This enables Bouygues Telecom to have full control and autonomy over how it uses the platform and rolls out service updates in the future. Bouygues Telecom aims to have completed deployment of the new platform to all 1.3 million of its subscribers' homes by the end of 2012.

Mr Yves Caseau, EVP Technologies, Innovation and Services at Bouygues Telecom, said: "For us to continue the rapid growth we've enjoyed over the last few years, we must stay one step ahead. To deliver the latest and greatest entertainment experience to our subscribers, we simply cannot afford to wait for technology partners to carry out complex integration projects in order to get a new TV service or social media application into homes.

"Pace's Helium design and flexible approach means that, working with their team, we can train our own software engineers to work with the platform, allowing us to evolve our own services as and when we need. Pace was the only technology provider to give us the option of real speed and autonomy, making them the clear partner of choice."

Shane McCarthy, President of Pace International, said: “We believe that customers should be able to control their own services and how these evolve. In some cases, they want Pace to stay fully involved and drive developments for them. In others, the customer wants to manage their own software. Helium’s design, supported by Pace’s professional services, gives operators such as Bouygues Telecom this option, providing full flexibility for platform developments and easily integrating with other software platforms, applications and hardware as customers’ needs change.”

Helium, part of Pace’s Gateway Solution, enables operators to manage their services through any gateway or next generation Media Server system and provides advanced home networking services to the consumer in a simple, operator-defined environment. The software allows subscribers to connect a range of electronic equipment into the gateway-managed home network - from printers and digital photo frames to set-top boxes and laptop computers - without needing to replace their in-home devices. Pace’s Gateway solution will be one of six solutions that Pace will show at this year’s IBC.

Helium is the latest addition to Pace’s expanding product and service portfolio, which includes a wide range of sophisticated software, highly specialised customer care call centres, business consulting, product delivery services and pioneering set-top boxes and gateways. These products and services are designed to support telco, cable and satellite operators in different global markets, regardless of their technology needs or market stage.

Pace will be on stand B19 in Hall 1 at this year’s IBC in Amsterdam, September 7th – 11th.

About Pace plc

Pace plc (LSE:PIC) is a leading technology developer for the global payTV industry, working across satellite, cable, IPTV and terrestrial platforms. Pace has one of the world's most experienced specialist engineering teams, developing intelligent and innovative products and services for payTV operators in markets across the world.

Pace employs over 2000 people in locations around the world, including France, the USA, India and China. Pace's international headquarters are in Saltaire, West Yorkshire, UK. For more information on Pace, please visit www.pace.com.

About Bouygues Telecom

As a full-service electronic communications operator (mobile, fixed, TV and internet), Bouygues Telecom stands out for its innovative offers and award-winning customer relations serving its 10.9 million mobile customers and 1.3 million fixed broadband customers, which including more than 1.5 million corporate and professional customers.

Bouygues Telecom is committed to continually enhancing the customer experience: each day, the company’s 9,800 employees develop solutions aligned with changing customer needs and deliver efficient support.

A distribution network of 650 Club Bouygues Telecom stores, 2,000 customer advisers, 2,500 sales advisers and its websites combine to ensure optimum customer service.

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