

Australia's Largest DTH provider Foxtel selects Pace's Whole Home software

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Pace plc today announced that its Elements Whole Home software has been chosen by Foxtel, Australia's leading subscription TV company to deliver its subscription television services. Pace's Elements Whole Home software platform is based on open source components and enables the rapid deployment of advanced hybrid services.

The selection of the Elements software marks the latest phase in a longstanding relationship between Pace and Foxtel dating back to 1996. In 2007 Foxtel selected Pace's HD media servers equipped with Personal Video Recorders (PVRs) and Push VOD for its extensive cable and satellite subscriber base. Pace's Elements device software, user interface and service delivery platform allows Foxtel to migrate away from a proprietary platform to an open standards-based platform giving them more control over their service innovation and delivery.

Pace Elements modular and flexible platform enables Foxtel to quickly and efficiently integrate new services onto their TV platform; Tungsten's modular device software allows Foxtel to grow their TV platform organically with their services evolution; Oxygen's HTML5 User Interface framework lets them create unique user interfaces and dynamically adapt them to changes in market demand; and Cobalt's service delivery platform enables internet metadata to be seamlessly woven into a converged TV experience. When combined together, Pace Elements gives Foxtel the tools to rapidly innovate new services without incurring high development costs, helping them stay ahead of their competition.

Shane McCarthy, President Pace International, said: "The fact that one of the world's leading subscription TV operators, Foxtel, has selected the Element Whole Home software is a ringing endorsement of our latest technology and the trust that has developed between our two organizations over the years. Foxtel is an innovative subscription TV operator that is very much in tune with its subscriber base. Working with Pace's Element Whole Home software will offer Foxtel greater flexibility, higher rates of innovation and lower total cost of ownership."

Michael Ivanchenko, Foxtel's Director of Product, said: "We spent over a year investigating many different technology offerings before choosing Pace's solution. In choosing Elements' open standards-based platform we will have the ability to add new services, features and applications quickly and cost-effectively for our subscribers."

About Pace plc

Pace (LSE: PIC) creates technologies, software, hardware and services for the broadcast and broadband industries. Pace solutions empower cable, telco and satellite operators to simply and cost-effectively innovate at the speed they want, in the way they want for their subscribers. Pace has built

up its experience and expertise over 25 years and this is recognized by a customer base of over 160 operators around the globe.

Headquartered in the UK, Pace operates in markets across the world, and employs around 2000 people in locations that also include the USA, France, India and China.

About Foxtel

Foxtel is one of Australia's most progressive and dynamic media companies, delivering a diverse subscription television service to both regional and metropolitan areas over cable, satellite and broadband distribution. They offer entertainment every day to over 2.5 million subscribing homes through delivery of exclusive and inspiring programming across all genres; including the world's most popular channel brands; and a large investment in high quality local content. Foxtel directly employs around 2,500 people and a further 2,000 workers are indirectly engaged in sales and installation services nationally. Foxtel is owned by Telstra Corporation Ltd and The News Corporation Ltd.

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