

BNS to showcase interactive on-demand shopping platform BNS Touch at IPTV World Forum in London

Already being deployed by Asian telcos, BNS is now targeting European operators with its innovative platform

[HONG KONG, 18 March 2010] Asian based IP solutions provider BNS will showcase its innovative multimedia on demand shopping platform BNS Touch at the IPTV World Forum in London from 23 to 25 March.

BNS Touch comprises a paper catalog printed with invisible dot codes and a wireless pen-like device called The Wiz that reads the codes and connects wirelessly to a TV set top box.

Combining the unmatched browsing capability offered by paper catalogues with the online world, BNS Touch allows customers to make hassle-free purchases from the comfort of their living room directly through their TV without the need to call an operator.

Designed to turn IPTV services into revenue generators, the service is a plug-and-play solution that easily integrates with existing set top boxes.

“An IPTV service should be so much more than just a pay TV platform, and with BNS Touch operators can really take their service to the next level by adding truly unique and revenue generating features”, said Anke Gill, vice president of marketing at Hong Kong based BNS. “We believe that BNS Touch will have a strong appeal for IPTV operators in Europe, and we look forward to presenting it to key IPTV players as well as potential channel partners here in Europe.”

The service has already caught on with Asian operators. Earlier this month, BNS signed its second telco customer for BNS Touch with Indonesian telecommunications provider PT. Multi Kontrol Nusantara (MKN) which will deploy the platform its HD IPTV service Zum* (Zum Star).

BNS Touch is also currently being deployed by Taiwanese telco Chunghwa Telecom on their Multimedia On Demand (MOD) IPTV service, and will launch the service later this year.

The application will tap into the growing market for online shopping, which has become one of the world's fastest-growing e-commerce markets that is set to double from 2007, reaching more than US\$71 billion by 2012.

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About BNS Ltd

Headquartered in Hong Kong, BNS provides IPTV-based content and technology solutions for broadband service providers and enterprises interested in maximizing their potential with IP-based solutions, such as Telco TV, Internet TV, MDU IPTV, Mobile TV and Enterprise A/V. The company has extensive hands-on experience in all facets of design, implementation and management of broadband networks in Asia and is the preeminent specialist on content across all platforms in the region. BNS is a wholly owned subsidiary of Singapore listed Infinio Group (5CS.SI) www.bnsltd.com

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