



Palm Hills Developments (PHD) uses Anevia's head-end technologies in the first IPTV / VOD system to be deployed in a real estate development in Egypt

PHD is one of Egypt's premier real estate developers. The company has deployed its first fiber-to-the-home (FTTH) network in the country as part of a new real estate complex. The network supplies innovative IPTV and video on demand services to over 1000 villas using Anevia's HD head-end.

Find out more at the Anevia stand (no. 125), IPTV World Forum, London, UK, 23 - 25 March 2010

PARIS, 17 MARCH 2010

Anevia, a leader in video streaming solutions and service infrastructure for live TV and video on demand (VOD), today announced that Palm Hills Developments (PHD), one of Egypt's premier real estate developers, selected Anevia's ViaLive 220S for the country's first IPTV / VOD system to be deployed in a real estate development.

Palm Hills Developments (PHD) is a leading developer of residential real estate and resort projects in Egypt. When the company decided to build a new real estate complex of over 1000 villas, it wanted to deploy a communications network capable of providing state-of-the-art multimedia entertainment services to every home within the development.

Anevia was selected to provide a full-IP, high definition head-end for the IPTV services. The company deployed the ViaLive 220S which is a high performance, cost-effective DVB to IP gateway that combines an IRD, muxer and IP streamer. Content is received by the ViaLive 220S, streamed to the IP FTTH network and decoded by the set-top boxes or PCs ready for transmission onto the screen. It was chosen for its first-rate reliability and advanced stream processing capabilities. State-of-the-art, user-friendly middleware from Minerva Networks provides easy access and simplified system management for the IPTV services.

"PHD's project was to develop a luxury real estate complex with the latest in entertainment services. When building the multimedia services network, we looked for a best-of-breed IPTV system that would enable us to provide a superior entertainment experience to our customers," stated **Hisham Salah**, Vice President Technology of Palm Hills Developments. "We chose Anevia for the IPTV / VOD head-end because their solutions are based on advanced technologies that enable delivery of flexible, cost-effective yet innovative services. The products are simple to deploy, easy to operate and reliable. We are very pleased with the results and with the contribution they make to the quality of the entertainment that we offer in our villas."

"The Palm Hills development is a first in many ways. It is PHD's first FTTH network in Egypt. It is also the first time that IPTV and video on demand services have been deployed as part of a real estate development in the country. Anevia is very proud to be part of such a high profile project," commented **Jerome Goubier**, Regional Sales Manager at Anevia. "The ViaLive solution deployed by PHD is a good long-term investment for the company. Not only can the installment be duplicated quickly and cost-effectively for other real estate projects, but the products can be used to expand existing services to include advanced video on demand features, nPVR, catch-up TV and mosaic."



About Palm Hills Development (PHD)

Palm Hills Developments (PHD) is a leading real estate company in the Egyptian market, primarily developing integrated residential, commercial real estate and resort projects. Founded in 2005 by Mansour and Maghraby Investment and Development (MMID), the company, which is listed on the Cairo-Alexandria Stock Exchange and the London Stock Exchange, was the result of a vision to create self-sufficient communities through the utilization of integrated tools.

Presently PHD possesses one of the largest land banks in the country and is rapidly growing into a regional player, thanks to a geographically diversified land bank suitable for the development of a broad range of real estate products all fashioned to reflect the country's culture as well as the clients' lifestyle and prerequisites.

Currently, PHD maintains an impressive roster of 32 projects strategically located nationwide and in the region.

For more information, please visit: www.phdint.com

About Anevia

Anevia provides video solutions and service infrastructure for the delivery of live TV and video on demand (VoD) services to TV, PC, Internet-connected and mobile devices.

With 300 customers in 50 countries, several millions of users and over 10,000 live channels deployed, Anevia is a reference in solution delivery to telecom operators, broadcast service providers and the hospitality market.

Our solution portfolio includes DVB to IP gateways, content distribution, network management, time-shifting applications and video servers.

The 3Screens™ platform delivers services across mobile phone, TV and PC including VoD, network personal video recorder, Catch-up TV, Start Over, and Pause TV.

For more information, please visit: www.anevia.com

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