



Press Release

AirTies and Mariner Partnership to Deliver Critical Network Monitoring for Industry-Leading Service Excellence

Integration of Mariner's service assurance solution xVu and AirTies' Air 7120 set top box will help service providers proactively identify and fix network disturbances

Istanbul and Saint John, CNB: 23 March 2010 - [AirTies](#), the innovative wireless home networking vendor and [Mariner](#), a leading provider of advanced IP video solutions and technologies, today announced a partnership that will see Mariner's service assurance solution, xVu, integrated into AirTies' Air 7120 High Definition IP set-top box (STB). The integration of technology will deliver critical network monitoring that allows service providers to proactively identify and fix network disturbances before the customer experience is affected.

Mariner's award winning xVu suite delivers industry leading tools and capabilities for improved Network Quality of Experience (QoE). It enables service providers to take a customer-centric approach to achieving service excellence and has been shortlisted in this year's IPTV World Series Awards, in the "Best Quality Improvement Solution" category. The category honors the best technology or service that can be used to test, monitor, report upon, analyze or manage (proactively or reactively) video services delivered over IP-based networks. xVu provides clear visibility into service performance with benefits across four key business areas through four distinct platforms:

- NetworkVu extends the traditional network-centric monitoring to include real-time monitoring of the customer experience.
- SupportVu detects faults and isolates customer problems proactively to assess the consumer experience objectively in real-time.
- ExecVu tracks customer activity at the viewing level and offers revenue opportunity insight for content providers and advertisers.
- HomeVu enables the customer to self-diagnose service performance issues and allows the service provider to communicate problems, status, and in-home service schedules with viewers through on-screen messaging.



The Air 7120 is a low-cost, multi-format High Definition set top box for IPTV, WebTV and Video-On-Demand applications enabled by AirTies' AirTouch technology, which makes it possible for anyone to configure complex wireless network settings automatically at the touch of a button. AirTies' distinct technology allows service providers to offer seamless wireless video distribution at home without the user losing video quality. The Air 7120 model carries ample memory and storage capacity for the most demanding and innovative interactive TV features. Due to the cost advantage, the STB default 2GB NAND flash offers Pause-Live TV functionality or Progressive Download application as a standard TV experience to all the subscribers of a service provider.

Curtis Howe, president and CEO, Mariner said: "Mariner works hard to offer service providers a real-time monitoring solution that helps reduce operating expenses to better compete in the ever growing IPTV market. Partnering with AirTies introduces Mariner to a new set of customers and enables us to offer added value to our current customers. We look forward to working with AirTies now and see the company as a trusted advisor for the future."

AirTies CEO Bülent Çelebi commented: "Service providers are increasingly asking us about trusted, reliable monitoring tools that will drive quality of assurance. Working closely with Mariner, AirTies can now deliver a solution that will continually check for network changes, while highlighting potential router and hardware issues before they arise. The integration of these innovative technologies looks set to enhance the user experience and increase potential revenue providers."

Both AirTies (Stand no: 44) and Mariner (Stand no: MR9) will be exhibiting at IPTV World Forum, London, 23rd – 25th March 2010.

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About AirTies

AirTies develops and markets consumer electronics products which provide 4 fundamental services (high speed internet access/ADSL, Wireless LANs, internet based telephony/VoIP, and internet based television/IPTV) for service providers, small businesses and consumers.



AirTies was formed in February 2004 by a management and technical team from the Silicon Valley, USA, with the strategic intent to become the leader in emerging markets. AirTies has more than 4 million installed base world-wide and is aiming to expand into additional broadband markets. In contrast to its competitors which are dependent on chip companies and ODMs to develop their products, AirTies designs and develops its own hardware and the embedded firmware. Technology innovations include wireless video distribution to multiple TV's, wireless coverage range extension, and network setup at a touch of a button. AirTies believes in exceptional customer service such as 7/24 technical support in English, Turkish, Greek and Russian and no questions asked defective unit replacement. More information is available on their website at www.airties.com.

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About Mariner

Mariner is a leading provider of innovative IP video solutions and technologies that deliver unique value to the expanding IPTV industry. Mariner's flagship TV care product, xVu, specializes in Next-Gen IPTV service monitoring. Mariner's architecture and toolset enables service providers to better assure the viewing experience, isolate troubles and guide cost effective resolution such as "smart" truck rolls. In addition to xVu, Mariner's frostt platform delivers interactive TV, social networking and self-service capabilities to the TV in a highly compelling viewing experience.

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