



2018 Connies Awards: SoftAtHome Shortlisted Twice

The French software provider's solutions Programmatic TV and Personal Assistant are respectively selected in the Video Technology Hero and in the Best user experience categories

Colombes, France – April 3rd, 2018 – SoftAtHome, the software provider of operator CPE devices enabling convergent services for the digital home, is proud to have been shortlisted twice for this year's Connies Awards. SoftAtHome solutions are shortlisted in the Video technology Hero category for its Programmatic TV solution and in the Best User Experience category for its Personal Assistant solution.

SoftAtHome's Programmatic TV solution has been selected by the judges amongst solutions solving the big problems or opening the door to the major opportunities in the TV and video markets. This technology can be used to target ads on live channels for both broadcast and IP multicast video distribution. It will dynamically and seamlessly replace ads along ad tunnels. Each ad replacement is managed individually so it is possible to decide which ads can be replaced and which cannot.

In the Best User Experience category that recognizes seamless consumer experience and innovation in user experience beyond TV and Video, SoftAtHome's Personal Assistant is the solution that will enable operators to improve their devices within the end-users homes. It leverages new voice and AI technologies (Nuance for Text to Speech and Natural Language Understanding and enables operators to enter the booming new market of voice control and conversational Personal Assistants.

The Connies brings together the established UK Connected Consumer Awards from Mediatel and the internationally based Connected TV Awards from Videonet, now part of Mediatel Events. More than ever they recognise innovation and the emerging best practice from across all sectors of the media landscape, showcasing initiatives that meet the needs of leading media businesses and practitioners in delivering value to the connected consumer.

Awards will be announced 8th of May 2018 in London.

About SoftAtHome

SoftAtHome is a fast growing software company delivering leading connectivity, Pay TV and digital services for Operator devices in the home. Through its SOP product, SoftAtHome is empowering operators to compete against local competition and global players alike by leveraging the ecosystem to deliver outstanding services. SOP is

central to delivering standard based cost-effective solutions that are simple and long lasting. Its solutions are already deployed on over 30 million homes in more than 18 countries in multiple broadband and broadcast deployments for major operators.

The company is headquartered in France with development and sales teams also in Belgium and the UAE.

For more information, visit our website at www.softathome.com or follow us @SoftAtHome.

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