



SoftAtHome Shortlisted Twice at the TV Connect Awards 2017

SoftAtHome shortlisted for an award with Orange in the Best Consumer Device category for TVlights and for an award in the Best Innovation in Immersive Content Creation

Colombes, France – March 9th, 2017 – SoftAtHome (VIP VL1 5A51), a software provider of operator CPE devices enabling convergent services for the digital home, is proud to have been shortlisted twice for this year's TV Connect Awards. SoftAtHome is shortlisted in the Best Consumer Device category for its work done for Orange TV Lights solution and in the Best Innovation in Immersive Content Creation category for its Video 360 on TV solution.

TVlights delivers a unique TV lighting experience to viewers. By associating the TV set with Philips HUE lights, one can now enjoy a breakthrough immersive experience in the living room. TVlights drives HUE connected lights in real-time according to the content watched on TV, thanks to the algorithm we developed embedded directly into the new Livebox. The algorithm computes in real time all the colors displayed on every section of the TV screen. It then controls the Philips HUE Lights according to their position in the room, to the rhythm, and the color flow of the content watched on TV.

Up to 9 HUE Lights can be disposed around the TV offering our customers a visual comfort in addition to a great TV experience. The service is easy to set up and once done, users can just sit and enjoy TVlights.

SoftAtHome's Video 360 on TV solution is designed for a complete intuitive and optimized truly immersive experience. With this solution, end-users can enjoy full 360° Video on a TV set with an intuitive user experience by simply using their remote control to navigate within the video. Based on SoftAtHome's next-generation software SOP8, this TV-based 360° video experience is also enriched with unique light ambiance technology as well as the latest audio object technologies to deliver the ultimate immersive experience.

Video 360 on TV by SoftAtHome is based on SoftAtHome's SOP8 home entertainment and IoT software. It has been successfully deployed in several trials with tier-one operators around the world since September 2016. Operators can leverage new types of services such as immersive TV or Virtual Reality on TV in the living-room with no need for VR headsets. The key to a great immersive VR experience lies not just in the quality of the components but also in how well they are

deployed and integrated. SoftAtHome has ensured that the audio flows smoothly around the end-user in sync with the video.

Video 360 on TV by SoftAtHome opens a whole new world of entertainment within the Operator's reach. The innovation lies in the combination of smoothly integrated components within a simple and intuitive UI, delivering Ultra HD video incorporating HDR to provide the ultimate Virtual Reality (VR) experience that will enrich all premium content. The sensation of being immersed within the video is complete when we add audio objects to the experience. The audio objects move at the same time as the video on the TV screen, so that users can focus on a specific item and as their eyes move with the image, so the sound will accompany them. It gives astonishing results for sports events, such as Formula 1 or soccer games and live shows.

The TV Connect Industry Awards celebrate excellence in connected entertainment innovation around the globe. The awards will be announced on the 29th of March 2017 during TV Connect.

Book a meeting with SoftAtHome in VIP Lounge Room VL1 during TV Connect, from 28th to 30th of March 2017 in ExCel 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 17 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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