



Accedo Broadband and Popbox announce application partnership

Stockholm and Fremont, 10 December 2010 – Accedo Broadband, the leading provider of interactive applications for IPTV and Connected TV, and Syabas, the maker of the innovative Popbox over-the-top device today announced a partnership for applications on the Popbox devices.

The first set of applications from Accedo to be launched on Popbox is a range of games from its popular Funspot casual game portfolio.

“At Popbox, it is our aim to offer consumers an incredibly simple way to view your stored movies, images, and music, while having access to a whole host of compelling content apps,” commented Armando Lopez, VP of Strategic Product Marketing at Syabas. “Accedo understands the TV consumer experience thoroughly and has a proven record of TV application deployments. It was natural for us to include their applications on our Popbox platform.”

The innovative Popbox platform enables consumers to enjoy a wide assortment of content including blockbuster movies, Internet radio, home videos, photos, music, games and more directly on their TV.

“We are very excited to launch apps on the Popbox platform.” commented Michael Lantz, CEO, Accedo Broadband. “The open nature of the Popbox platform makes it easy for us to reach our audience through an attractive OTT device. We plan to launch a range of our own apps as well as apps for our customers on these devices in the future.”

Visitors attending CES can view demos of the initial apps deployed by Accedo on the Popbox platform by appointment only at the Hilton. Contact Steve Young for appointment.

About Accedo Broadband

Accedo Broadband is the leading provider of applications for IPTV and Connected TV. Accedo Broadband provides the largest available application store for IPTV and Connected TV containing, for example, IPTV games, quizzes, puzzles, VOD, live TV, music, karaoke, lifestyle, sports, weather, social media and communication services. Accedo’s Funspot gaming service is the most widely deployed IPTV gaming service in the world.

Accedo is a privately held company founded by telecom and media entrepreneurs Michael Lantz and Fredrik Andersson primarily backed by Swedish VC Industrifonden. Accedo Broadband is headquartered in Stockholm, Sweden with branch offices in London, Sunnyvale, Hong Kong

and Sydney. For more information please visit www.accedobroadband.com

About Syabas

Syabas, headquartered in Fremont, California and with facilities in China and Malaysia, was founded in 2001 and develops software for inexpensive wired/wireless digital home entertainment settop boxes that are sold around the world. Syabas' product family, which includes the award-winning Popcorn Hour A-210, C-200 and Popbox, enables users to access content such as high- and standard-definition video, music, photos over a local network and the Internet. Also offered are services such as Twitter, Facebook, Photobucket, Revision3, SHOUTcast, and YouTube. For more information on Syabas and their products, please visit www.syabas.com.

Media Contact Accedo:

Helen Weedon
Communications Manager
Accedo Broadband
Tel: +44 7733 231922
helen.weedon@accedobroadband.com

Media Contact Syabas:

Steve Young
Marketing & Events
Business & Partner Development
syoung@syabas.com