



“How Smart Is Your TV?” Metrological and Partners to Unveil Internet Television Experience at IBC 2010

AMSTERDAM — August 23, 2010 — Metrological Media Innovations, a member of the Intel® Consumer Electronics Network, is collaborating with its partners 2L Alliance, Prodrive, Softkinetic and Optrima to introduce a new and unique Internet-enabled television experience at [IBC 2010](#) (The Connected World, Hall 9, Booth IP361-364 and IP461, 462-464) Sep 10–14 at the RAI Convention Centre in Amsterdam, Netherlands.

Visitors to last year’s IBC were provided a first glimpse of Mediaconnect TV, a next-generation, generic open media platform device, based on the Intel® CE Media Processing technology and powered by [Metrological’s Metroconnect Operating System](#). At IBC 2010, [2L Alliance](#), an experienced international supplier of lifestyle and connectivity products, will be the first company to introduce Mediaconnect TV to the consumer retail market and will be announcing the official launch of [YuiXX](#), a new hybrid two-way media device that considerably enhances the consumer’s TV experience.

Metrological’s Operating System and software for set-top box devices, such as YuiXX, enables media service operators to extend over-the-top home media entertainment services to their current subscription base. Whilst watching conventional television, television viewers are able to simultaneously access an extensive range of additional next-generation, web-based multimedia applications.

“We demonstrated an earlier version of YuiXX at CES 2010 and are thrilled to finally launch the world’s most complete ‘all in one’ media player at IBC,” said Gerben Romijn, CEO of 2L Alliance. “We are very much looking forward to the market’s response, when TV viewers discover that their existing TV set can easily be upgraded from a dumb device that simply relays linear TV channels to a Smart TV that provides a truly interactive experience.”

YuiXX hardware is designed and manufactured by Dutch-based [Prodrive](#), who will also exhibit its next-generation hardware solutions, based on the Intel® CE4150 Media Processor, at IBC. **One of the business units within Prodrive has a focus on designing over-the-top set-top box and broadcast solutions following the Intel SoC roadmap.**

Metrological, [Softkinetic](#) and [Optrima](#) recently announced the integration of 3D gesture-based interfaces, video games and other interactive gesture-based applications with Mediaconnect TV.

“At IBC, we will demonstrate that by integrating our iisu™ gesture-recognition technology with the Metroconnect OS, consumers can experience 3D gesture-based entertainment on their current TV set, without the need for an expensive, proprietary video game console.” stated Michel Tombroff, CEO of Softkinetic.

Andre Miodezky, CEO of Optrima, added: “Optrima’s 3D Time-Of-Flight hardware technology embedded in Metrological’s Metroconnect Operating System, in conjunction with Softkinetic’s motion and gesture control software, offers a perfect

entry point to use our 3D cameras in the living room.”

“In addition to home entertainment solutions, our gesture recognition software can be used in wide variety of other applications,” said Virgile Delporte, vice president of global sales and marketing, Softkinetic. “Some of our content partners have also developed gesture-based fitness applications, enabling the elderly or disabled to perform exercises in front of the TV set at home.”

Metrological and 2L Alliance will conduct a series of live presentations in the Connected Home of the Future Demonstration Area in Hall 9. Softkinetic will also conduct a number of presentations of its state-of-the-art, 3D gesture-based applications to IBC delegates and visitors of this year’s IBC in the Demonstration Area.

Key staff of all five companies will be attending IBC 2010. For further information or to make an appointment at IBC, please use the contact information for each of the individual companies.

About Metrological

Metrological Group, founded in 2003, is headquartered in Rotterdam, Netherlands. The company focuses on the development and implementation of innovative hardware and software products. Its subsidiary Metrological Media Innovations specializes in media technology for both the “business to business” and “business to consumer” markets. In 2009, the company introduced Mediaconnect TV, a next generation generic open media platform, based on the Intel® CE Media Processing technology and powered by the Metroconnect Operating System. Metrological enables Media Services Operators, content providers, equipment manufacturers and retailers to deliver branded tailor-made over-the-top home entertainment media services, by offering a white labeled end-to-end media platform, based on standard TV Widget technology. To learn more about Metrological’s products please visit www.metrological.com

About 2L Alliance BV

2L Alliance (2L) is an experienced international supplier of solutions in the field of networking, media & connectivity products. Since 1989, 2L has built a global network of distributors and resellers. 2L has its headquarters in The Netherlands and offices in Madrid, Barcelona, Milan and Taipei. The organization distinguishes itself in various markets with the brand names Conceptronic, Grab'n'GO, YuiXX and Abbraccio. For more information please visit www.2l.net

About Prodrive

Prodrive delivers most competitive solutions in electronics design, manufacturing and added value services for OEM's and ODM's operating in industrial, professional and consumer markets. Our customers benefit from lower costs, higher flexibility, shorter time-to-market and sustained quality and this has powered Prodrive's continuous growth since the companies start in 1993. Prodrive offers a complete range of solutions and services, takes full responsibility and works closely together with its clients. Please visit: www.prodrive.nl

About Softkinetic

Softkinetic SA/NV is the leading provider of natural interfaces that transform the way people interact with the digital world. Softkinetic enables a fully immersive, transparent and intuitive user experience by providing a 3D real-time gesture recognition middleware to interactive digital entertainment, consumer electronics, health care and serious games companies. Softkinetic, iisu, and Interface Is You are trademarks or registered trademarks of Softkinetic S.A. For more information on Softkinetic please visit <http://www.softkinetic.net>.

About Optrima

Optrima SA/NV is a leader in 3D imaging technology based on “time-of-flight (TOF)”. Optrima hardware solutions include CMOS 3D TOF Imagers, 3D TOF Platforms and 3D TOF Cameras. Optrima has built this hardware utilizing its proprietary and patented technology, DepthSense™ 3D Imaging. Optrima DepthSense™ sensors are ideally suited for building low cost (low bill-of-material) 3D modules and cameras. Optrima delivers hardware solutions to the consumer, PC and video gaming, health/fitness, industrial (automotive, security, automation) markets. Please visit www.optrima.com for more information on Optrima. Optrima, DepthSense and OptriCam are trademarks or registered trademarks of Optrima N.V.

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