

PRESS RELEASE

## **Skyworth Selects Metrological to Deliver Personalized TV App Experiences on OTT and Hybrid Set-Top Boxes**

*Metrological's Application Platform to power Skyworth's app store on retail set-top boxes globally*

**Shenzhen, China – September 14, 2015** – Shenzhen Skyworth Digital Technology Co. Ltd., a global provider of solutions for the smart home and the world's fourth largest set-top box manufacturer, today announced that it has selected Metrological's Application Platform to deliver and manage the Skyworth branded TV app store, which will be available on the company's OTT and Hybrid set-top-boxes (STBs).

The Metrological Application Platform will be integrated with Skyworth's retail devices, enabling customized, world-class personalized TV App experiences starting in early 2016.

Consumers purchasing a Skyworth STB at retail will gain access to a fully integrated cloud-based app store that offers regional and premium apps as well as OTT content. Skyworth will initially launch the app and OTT service in Europe and subsequently expand the service to the U.S. and Latin America.

"Skyworth's retail devices create opportunities to deliver web and video content which offers a great degree of control and high performance," said Darrell Haber, VP Marketing and Alliances at Skyworth Digital. "The Metrological Application Platform eases deployment and integration, giving us the flexibility to customize consumers' TV app experiences in each of our diverse retail markets."

Metrological's device- and software-agnostic Application Platform provides full lifecycle support for app stores and content providers on any screen. The Metrological Application Platform offers real-time access to business intelligence data and marketing analytics via the Metrological Dashboard. Customers can access Metrological's App Library, which currently consists of more than 250 premium apps, to select their own apps based on personal preference and relevance. Operators and content providers can also choose to develop their own apps using the open source SDK.

Jeroen Ghijsen, CEO of Metrological, added: "We are excited to bring a turnkey app and OTT offering, which enables Skyworth to personalize its retail-branded TV app experience for its set-top boxes in a highly scalable and flexible way."

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### **About Skyworth Digital**

Shenzhen Skyworth Digital Technology Co. LTD. is the world's leading provider of solutions for the smart home, providing a wide variety of high quality devices to customers throughout the globe. With a strong background in consumer electronics, Skyworth Digital delivers more than 20 million units annually to more than 90 countries by partnering with customers to provide value-added, end-to-end solutions with the highest quality products and services. Skyworth Digital is the second largest subsidiary of the Skyworth Group and is the fourth largest set top box manufacturer in the world with 60% of all shipments

# Skyworth Digital

to overseas customers. Skyworth Digital works with customers to be a reliable and flexible partner that provides creative solutions to difficult problems.

## **About Metrological**

Metrological enables operators to personalize their TV experience, delivering a complete product suite to launch, manage and monetize branded TV App stores and user experiences. Leveraging its cloud-based Application Platform, Metrological delivers lifecycle app support, enabling operators to bring together all content sources into a single viewer experience across any device. Metrological also helps content providers reach more than 20 million households with a single app across operator networks that run the Metrological Application Platform. The company's customer base includes cable and telecommunications companies, leading content providers and app developers. Founded in 2005, Metrological is based in The Netherlands with offices in the U.S., Europe and Latin America. For more information please visit [www.metrological.com](http://www.metrological.com)

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