

TechniSat

Pressemeldung

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TechniSat launches the 2012 Summer of Sport

TechniSat has launched its marketing activities for the Summer of Sport. A special highlight is a betting game via TechniSat ISIO devices and the TechniSat website: the prize is a MultyVision 46 ISIO smart TV!

TechniSat's marketing activities for the 2012 Summer of Sport are principally focused on the internet-compatible TechniCorder ISIO und DIGIT ISIO products, plus the TechniStar receivers.

In addition to the sports highlights on standard TV, the internet-compatible ISIO digital receivers offer customers added value in the form of interactive additional information, using numerous apps, HbbTV, media libraries and news portals. So, with its ISIO products and TV-optimised online services, TechniSat is very well set up for the major sporting events of the summer.

Betting game via ISIOLive! and TechniSat website launched

As a special highlight, TechniSat has launched a betting game for consumers, where a 46-inch (117cm) screen MultyVision 46 ISIO smart TV can be won. Consumers can enter their choice for who will win the upcoming European Championships via the TechniSat ISIOLive! service portal, which is available via any TechniSat ISIO device. After a short registration page they are then automatically taken to the competition. It can also be accessed online via the TechniSat website.

Support for dealers

TechniSat is supporting dealers with appropriate promotional materials for the 2012 Summer of Sport. Display boards and schedules are already available for dealers. In addition, flyers and brochures will provide information on the comprehensive TechniSat product range, where every sporting event becomes a TV highlight.

About TechniSat Digital GmbH:

TechniSat Digital Group is a leading consumer electronics organisation with headquarters in Daun, Germany. Specialising in premium DVB products, TechniSat designs, develops, and manufactures a range of digital receivers, PVRs, PC cards, CA Modules, and IDTVs with embedded Conditional Access and Common Interface for SD and HD services.

TechniSat has production facilities in Germany and Europe as well as R&D in Germany and Poland. The products are designed and developed by TechniSat Digital's hardware and software engineering teams which have in-depth DVB expertise. Many CA vendors, such as Conax, Cryptoworks/Irdeto, NagraVision, Viaccess, NDS, and others, have licensed TechniSat Digital as a preferred business partner.

TechniSat Automotive has for more than 13 years been developing and producing high-quality products in the field of car infotainment, particularly car radios and radio navigation

systems. This business division is certified in accordance with ISO/TS 16949 and supplies, among others, Volkswagen, Škoda, Seat, and other well-known automobile manufacturers.

Further information for press:

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