

Press information – August 2014**THOMSON receivers and further product categories
in Hall 21E at IFA 2014**

*The latest technologies of THOMSON receivers and further product categories
distributed by STRONG in selected countries across Europe*

September 5th to 10th, Berlin

IFA in Berlin is one of the world's leading consumer electronics shows and one of the year's most important trade events for this industry. THOMSON will show its range of new and innovative products in Hall 21E giving the market, media and experts the opportunity to see the latest technologies of the THOMSON receivers as well as the further THOMSON product categories which are also distributed by STRONG in certain European countries.

STRONG, a leading provider of consumer digital TV reception equipment in Europe, manufactures THOMSON branded digital receivers and also successfully distributes a comprehensive range of THOMSON TVs, audio and video and health care products as well as small home appliances in certain European countries.

The THOMSON range of both Free-To-Air and operator access control receivers are rich on features, exquisitely designed and meet the various demands of the broadest consumer requirements. At the THOMSON booth in Hall 21E, High Definition satellite receivers as well as Standard and High Definition terrestrial receivers – also with the future-proof demodulation of DVB-T2 – await visitors from around the world.

THOMSON Digital Satellite Receivers

A highlight at the THOMSON booth will be the digital HD satellite receiver THS221 for reception of Free-To-Air TV and radio programmes in High Definition. This high-end receiver can be connected to the Internet via Ethernet RJ-45 for live RSS news and a five-day weather forecast directly on the TV screen. The weather forecast can display several user selectable locations. The RSS reader has a pre-installed list of interesting RSS channels, which can be customized according to personal preferences. THS221 furthermore convinces with its support of SatCR (Satellite Channel Router) LNBs. With SatCR the distribution throughout the home is even easier than before as there is no need for multiple cables running from the satellite antenna into the home. A simple four way splitter allows connection of up to four receivers to one SatCR LNB under the condition that all receivers support SatCR.

Additionally, THOMSON will present a variety of HD satellite receivers that have been developed for and are distributed in different European countries. These well-equipped superior HD satellite receivers offer extensive entertainment and great versatility and enable reception of Free-To-Air as well as encrypted programmes.

Two receivers for the French market will be displayed: THS801 and THS803. THS801 has an integrated smartcard reader for TNTSAT and THS803 for FRANSAT channels which also enables the service of BiS TV and beIN SPORTS, a global network of sports channels, after subscription.

Also a receiver for the Austrian market will be presented: THS811. This is an ORF certified receiver for reception of digital Free-To-Air TV and radio programmes via satellite. The smart card slot additionally allows reception of Austrian TV programmes with an activated and valid Irdeto smartcard. Three pre-installed channel lists for TV and radio, including the "HD Austria Senderliste", are available.

THOMSON Digital Terrestrial Receivers

In the field of terrestrial receivers, visitors at the THOMSON booth will see digital terrestrial High and Standard Definition receivers as well as receivers with DVB-T2 demodulation, the latest standard for High Definition signals on terrestrial TV channels. STRONG manufactures THOMSON branded DVB-T2 receivers for different operators in several countries. All DVB-T2 receivers are equipped with convenient features such as an installation wizard for quick and easy installation to an HD TV, digital sound via S/PDIF, playback of multimedia files via USB, an Electronic Programme Guide (EPG) for on-screen programme information, teletext, multilingual subtitling and audio tracks, favourite lists and more.

Among the terrestrial receivers, THT503 will be displayed. This HD receiver is based on the newest tuner generation for best reception efficiency and is equipped with convenient features to make the spare time in front of the TV to an entertaining and relaxing experience: playback of multimedia files, low power consumption in standby, versatile connections and much more.



Visit THOMSON at IFA:

Hall 21E

Messe Berlin

Messedamm 22

14055 Berlin, Germany

About THOMSON:

For over 120 years, the THOMSON brand is a key player in the electronics industry. The THOMSON range of consumer products includes TV screens, digital decoders, audio and video equipment & accessories, digital cameras, computers & tablets, cell & home phone, electrical appliances, lighting and monitoring solutions for house, health and welfare at home. The THOMSON brand is recognized for the quality of its innovative products at the forefront of technology and design, offering high quality and ease of use. That's why generations of families around the world continue to trust the THOMSON brand for their entertainment and comfort at home.

THOMSON is a trademark of TECHNICOLOR S.A.

www.thomsonconsumer.com

About STRONG:

STRONG is one of the leading providers of consumer Digital TV reception equipment in Europe offering an extensive range of Digital Terrestrial, Satellite, Cable, Android and IPTV receivers as well as their related accessories. Further, STRONG is licensee of the THOMSON brand for digital set-top boxes, both Free-to-Air and with Operators access control, distributed through retail in Europe and the Middle East. Fashionable products with attitude and a variety of comfortable standard features characterize the range of products for different reception systems, markets and embedded Conditional Access Systems.

The STRONG Group is represented in Europe by its Sales and Marketing Office located in Austria and eight fully operational Pan-European subsidiaries. STRONG offices are equipped to cater for local market trends and needs, as well as being home to highly advanced and innovative Research and Development departments.

For many years, STRONG provided a comprehensive product range of set-top boxes to retail and operator markets. Focusing on the different customer needs, STRONG supplies receivers for free-to-air reception, with Common Interface, built-in hard disk, embedded CAS, such as Irdeto, Viaccess, NDS, Nagra and Conax, as well as the latest generation of interactive MHP and IP receivers that could connect to its OTT cloud. With extensive experience and know-how, STRONG built a Pan European distribution structure reaching over 50 countries and providing sales, marketing and, above all, After Sales Service with call centres.

By leveraging the power of the THOMSON brand and STRONG's profound experience and know-how, STRONG also distributes a comprehensive range of THOMSON Audio Video, TVs and Health Care products in selected countries across Europe.



For details to STRONG, please visit www.strong.tv.



For more information on THOMSON receivers which are sold via retail in Europe, please visit www.thomsonstb.net.



STRONG Ges.m.b.H.
Franz-Josefs-Kai 1
1010 Vienna

Contact : Eveline Kutny
Tel.: +43 1 581 02 32
Email: press@strong.tv
www.strong.tv