

## TOTALPLAY AND SAGEMCOM LAUNCH A NEW ULTRA HD SET-TOP BOX, SUPPORTING 4K CONTENT, INCLUDING NETFLIX: A PREMIERE IN MEXICO

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**TOTALPLAY IS THE FIRST CARRIER IN LATIN AMERICA TO OFFER AN ACCESS TO 4K TV TO ITS CUSTOMERS, THANKS TO AN ULTRA HD PVR DESIGNED AND MANUFACTURED BY SAGEMCOM.**

The 4K PVR is built around a BCM7252S digital core from Broadcom, supporting the HEVC standard, with access to 4K content. This connected device, thanks to a dual band concurrent Wi-Fi n/ac with access point capability, is also a powerful Ultra HD recorder thanks to its slot for a removable Hard Disk Drive.

The customer benefits from an enriched viewing experience through a new user interface designed by Totalplay and implemented by Sagemcom in this new product. This interface allows a seamless navigation between the various contents proposed by the operator: live TV, start over, catch up, VOD, OTT services such as Netflix, YouTube, Deezer, Tuneln and more... Thanks to storage of user preferences, it grants access to a fully personalized video universe.

*"Totalplay is the most innovative telecom supplier in Mexico and the first to offer the opportunity to access 4K TV. With our technology, all our clients can enjoy the best TV programs with more than 260 channels, music, movies, series and more blockbusters on demand, and a smooth navigation between TV and apps like Netflix. It is now time for our customers to benefit from a crystal clear video experience thanks to 4K Ultra High Definition. This is a real added-value within Totalplay offering with content now delivered with the highest sharpness",* said Eduardo Kuri Romo, CEO of Totalplay.

Totalplay started operation in 2011, and keeps driving today the Mexican market, offering the best service with the most performing Fiber Optics technology and network , permanent innovation in entertainment and interactive experience remaining its main strength, and in particular introducing 4K TV.

*"The choice of Totalplay to trust Sagemcom for the launch of its new services and products rewards the strategic choices our company made during last years, in particular on 4K Ultra HD and connected video services",* said Olivier Taravel, deputy CEO of Sagemcom Broadband, in charge of Digital Set-Top Box Business Unit.

These services and new products will be launched in October 2015

### **About Sagemcom**

A French high-tech group of international dimensions, Sagemcom operates on the broadband (digital home, set-top boxes, Internet routers, telephony and multimedia terminals), telecoms and energy (smartgrid and energy management) and Internet of Things market.

With a revenue of around 1.3 billion euros, Sagemcom employs 4,200 people on five continents; currently a European leader on most of its key markets, Sagemcom aims to become a world leader in communicating terminals with high added value.



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