



DNA and Sagemcom launch the DNA TV-hubi, an open Android TV™ hub.

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DNA TV-hubi, launched last month by DNA, is an Android TV based device for TV and multimedia entertainment, designed and manufactured by Sagemcom, consisting in a 4K UHD set-top box for TV viewing and giving access to thousands of apps through Google Play™ app store.

The DNA TV-hubi enables to access all terrestrial channels as well as DNA's cable channels. Thanks to an embedded dual tuner, users can watch a channel and record another one on an external 1TB hard disk drive. The product can receive HD and 4K UHD contents, and when connected to a 4K TV set, the subscriber watching 4K contents enjoys a crystal clear picture with four times the resolution of Full HD. Last but not least, the set-top box allows to receive the pay-TV channels through a broadband connection, so even when not within the coverage area of DNA's cable or terrestrial networks.

The device, thanks to its embedded certified Android TV operating system, brings access to thousands of downloadable applications through Google Play, such as YouTube™ – including for 4K contents – Katsomo, Yle Areena and Ruutu to enjoy the 3 major TV channels in Finland, and hundreds of games. Netflix is also supported and will be available this month. Support of Google Cast™ enables screen sharing for contents.

The product is designed and manufactured by Sagemcom, and built around the 4K UHD BCM7252S SoC of Broadcom. Sagemcom also carried out the integration and the certification of Android TV operating system that manages all the applications available on the product, as well as the integration of Netflix and DNA TV application. The device embeds software-based encryption system for pay-TV channels, which allows receiving these contents without any TV cards. Sensitive assets from Android universe are also protected with a cardless DRM system.

“We are proud to introduce with DNA this new 4K Android TV set-top box in Finland, that brings the users an enriched entertainment experience thanks to full set of features and the available apps”, said Olivier Taravel, Deputy Chief Executive Officer of Sagemcom Broadband. “4K UHD set-top boxes are key products for the company, at the forefront of Ultra HD technology. Sagemcom relies on a strategic partnership with Broadcom to propose our customers a full range of always more powerful and innovative 4K STBs, including latest generation of Android TV devices.”

“The unique, ground-breaking set-top box - DNA TV-hubi - is for us, as the leading pay-TV operator in Finland, a great opportunity to offer our pay-TV services to all homes in our country with a single device, either through DNA's cable, terrestrial or IPTV. Android TV's Google Play store gives customers instant ability to enjoy hugely popular services such as Netflix and Youtube™, as well as gaming and Google Cast™. With 4K UHD we can be sure that DNA's customers will always enjoy the best viewing experience in Finland,” says Ville Partanen, Director of Product Development at DNA.

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), smart city (smart meter, smart grid, smart infra, smart sites and smart services), and Internet of Things markets. With revenue of around 1.6 billion euros, Sagemcom employs 4000 people on five continents and ships every year more than 25 million terminals. Sagemcom aims to remain a world leader in communicating terminals with high added value.

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About DNA

DNA Plc is a Finnish telecommunications group providing high-quality voice, data and TV services for communication, entertainment and working. DNA is Finland's largest cable operator and the leading pay TV provider in both cable and terrestrial networks. For DNA, the key area for growth in corporate business is the new way of working, independent of time and place, facilitated by smart terminal devices, diverse communications services and rapid connections. In 2016, DNA recorded net sales of EUR 859 million and an operating profit of EUR 91 million. DNA has more than 3.8 million subscriptions in its fixed and mobile communications networks. The Group also includes DNA Store, Finland's largest retail chain selling mobile phones. DNA shares are listed on Nasdaq Helsinki Ltd. For further information, visit www.dna.fi or follow us on Twitter @DNA_fi, @DNA_Business and @DNA_Palvelu and Facebook.

Media contacts:

DNA Corporate Communications, tel. +358 44 044 8000, communications@dna.fi

Sagemcom, Sylvaine COULEUR, tel. +33 6 99 37 63 48, presse@sagemcom.com

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