



## **Orange Polska Launches “Orange TV” a Unified TV Service with Viaccess-Orca**

**PARIS - June 19, 2012** - – Telekomunikacja Polska, which officially rebranded as Orange Polska on April 16, joins a select group of innovative players in the PayTV industry, and is now offering customers IPTV and DTH service on one common platform with Viaccess-Orca.

With the new “Orange TV” service, Orange Polska can expand its brand reach, easily deliver a successful multi-screen content strategy, and provide a more personalized and consistent TV-centric end-user experience on all devices. “Orange TV” allows Orange Polska to offer a true personal and immersive TV experience.

Having the system up and running in a matter of months, this is now the most technologically advanced TV platform within the France Telecom Group and offers the only universal STB in the group as well. With a dramatically customized user interface, Orange Polska has given additional functionalities to its DTH customers.

This deployment with Orange Polska shortly follows the large deployment recently announced by Orange TV in France migrating to a new multi-network and multi-screen TV middleware platform with content protection services from Viaccess-Orca.

Viaccess-Orca, a leading player protecting and enhancing the value of content services, offers a unified service platform, TV Everywhere, which includes the Service Delivery Platform, Content Discovery, Conditional Access System and native multi-screen solution. It is adapted for IPTV, OTT delivery and Hybrid, combining different delivery modes. The TV Everywhere platform was recently recognized as “Best Service Delivery Platform” at the prestigious IP&TV World Forum Awards competition in London.

“Building upon our successful migration of France Telecom Orange’s customer base of IPTV customers to our unified platform in the beginning of the year, we now look to create a true scenario that is efficient and has the ability to support new devices for Orange in Poland,” said Francois Moreau de Saint Martin, CEO of Viaccess-Orca. “It is focused on combining together a multitude of attractive services, as well as companion device applications for delivering relevant content and managing user experience.”

###

### **About Viaccess-Orca:**

Viaccess-Orca is a game-changing partner for content services providers, thanks to its ability to protect and enhance the value of content services wherever viewers are, and on whatever device they choose to consume content. As technological advancements allow cloud storage and ever increasing bandwidth and content selection, and access to TV content is enabled from a variety of sources and hybrid networks, security threats are growing. With integrated products and scalable, reliable turnkey solutions, PayTV operators gain a competitive edge in this market of unmanaged networks and IP-connected devices. Since the user experience is a critical success factor for operators today, Viaccess-Orca’s solutions focus on delivering an innovative, consistent experience on all platforms. This unified



organization assists operators in creating long-term loyalty on the customer journey to discover, choose and consume content in a secure manner. Viaccess & Orca are France Telecom Group companies. For more information, visit [www.viaccess-orca.com](http://www.viaccess-orca.com) or follow us on Twitter @ViaccessOrca.

###

**Global Media Contacts:**

Atika Boulgaz  
+33 (0) 1 44 45 64 60  
[press-relations@viaccess-orca.com](mailto:press-relations@viaccess-orca.com)

Sharona Meushar  
+972 54 451 7058  
[sharona@theinkstudio.com](mailto:sharona@theinkstudio.com)

Paulina Wozniak  
+31 642 736 696  
[paulina@theinkstudio.com](mailto:paulina@theinkstudio.com)