

City gets first IPTV service

BANGALORE, DIINS: Atria Convergence Technology, the city-based cable television services provider, has launched the first-ever IPTV (internet protocol television) services in Bangalore. Users will be able to pause live programmes, as well as record and book mark their favourite shows, making television more customised and interactive.

"A small palm-size set top box with remote has the capability to fetch virtually any kind of video content existing in the internet - right from YouTube videos to any other visuals posted online," says Sunder Raju, Managing Director, Atria Convergence Technology.

The video-on-demand service has about 4,500 movies in Kannada, Tamil and Hindi which will be expanded with films from oth-

er Indian languages and English over the next few months. Users subscribing to this service can browse through the collection and play them instantly without having to worry about fixing time slots.

ACT says subscription would depend on the choice of services, but it has fixed a basic charge as Rs 300. The company is said to have a subscriber base of 6.5 lakh homes in Bangalore, Nellore (Andhra Pradesh) and Indore (Madhya Pradesh) for its analogue and digital cable television.

Currently in the test-launch stage, the IPTV service will be rolled out in phases in the next few months. ACT has received Rs 450 crore as investment from India Value Fund Advisors.