

## Vidanti Appoints TOPAS electronic GmbH as Sales Representative for High Definition IPTV Technology in Germany and Eastern Europe

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Category: [Media & Telecommunications](#)

Press release from: [TOPAS electronic GmbH](#)

Cambridge UK, 4th September 2006: Vidanti Ltd., a pioneer and leader in software for High Definition TV over IP (HD-over-IP) devices, today announced that it has extended its sales channel in Germany and Eastern Europe with an additional partner, TOPAS electronic GmbH.

“The market for HD-over-IP in Germany looks especially promising” said Vidanti CEO Paul Walsh, “and TOPAS electronic is well-positioned to extend its extensive market knowledge in Digital TV to help us address this market.”

TOPAS electronic GmbH focuses on selling complex semiconductor components (ICs) using a technically proficient field sales team working in close contact with the design groups and marketing departments of their customers and manufacturers. In addition to distribution services, the cooperation will include knowledge transfer on the Vidanti BBTVsoft™ software suite for IPTV.

The companies will offer the BBTV range of highly customisable consumer STB (set top box) solutions incorporating BBTVsoft that address the principal 3 needs of the HD-over-IP industry:

- Based on bandwidth-efficient MPEG-4 AVC / H.264 and capable of supporting High Definition TV and storage (High Profile @ Level 4)

- Ability to support Hybrid STB solutions that combine IP-based Broadband with DVB-T, DVB-S or DVB-C receivers

- Use of the Broadband “return path” for integrated Voice-over-IP, Video Conferencing and other interactive IP-based applications The target audience are brand owners and high volume manufacturers of Digital TV STBs; as well as IPTV Service Providers and Systems Integrators. In all cases, the ready-to-manufacture BBTV designs enable fully customized products to highlight IPTV service offerings with the shortest time-to-market.

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About Vidanti Ltd

Vidanti was founded in August 2005 to provide new technologies for the home media market. Based in Cambridge UK, the core team consists of ex-Virata / Conexant managers and engineers who had worked on integrated silicon and software deployed in over 30 million DSL Routers, Gateways and other home network products.

Vidanti uses a comprehensive software suite (BBTVsoft™) to design, licence and supply networked home video devices for High Definition TV over IP Broadband networks (“HD-over-IP”). Vidanti is also developing a new generation of Social TV user interface applications for IPTV

About TOPAS electronic GmbH

TOPAS electronic GmbH markets and sells components, devices, software and services to the Central European Digital TV Industry for STBs and iDTVs.

TOPAS electronic engages the market with a broad portfolio of industry offerings and is certified to ISO 9002, and ISO 9001:2000.

[You can find this press release here](#)