


Namesco ready to launch tvMax bundles

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Internet service provider Namesco is set to beat BT to the punch with its forthcoming television offering of bundled broadband and digital TV packages. In a deal with set-top box manufacturer Netgem, Namesco will launch its tvMax service on April 28, several months before the expected arrival of BT Vision, the telecom giant's hotly anticipated hybrid offering of digital terrestrial and on-demand TV.

tvMax will allow viewers to access Freeview digital television, pause, rewind and record live broadcasts, and schedule programmes using an eight-day electronic programme guide. Users will also be able to stream photos, movies and MP3 files from PCs on their home network, and the tvMax portal channel will give access to webmail, internet browsing, podcasts, video-on-demand, music and other interactive content.

The technology bundle will include broadband connection up to 8Mbps, a Zyxel USB/Ethernet router and an iPlayer Home Media Edition set-top box from Netgem, which recently announced that it will be offering its advanced HD-ready devices to ISPs through a single digital hybrid box in conjunction with Microsoft and Red Bee Media.

The tvMax service will be available from £25.95 a month, and pre-registration of subscriptions is now under way.

"We are delighted to partner with Netgem to bring to the UK market a truly integrated, innovative and easy-to-use broadband and television service," said Kevin Savage, CEO of Namesco, which began life ten years ago as a domain names set-up.

Savage added: *"Our tvMax service brings the true value of broadband to the one place in the home where media is genuinely consumed and shared. As the first UK provider to offer a service of this nature, we are proud to be at the leading edge of digital Britain."*

Written by

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