



MEDIA RELEASE

Melbourne, Australia, January 21, 2010

Strong Technologies announce IceTV support.

Interactive EPG service now available for Strong DVR customers.

Strong, a worldwide leader in digital video recorder (DVR) and set-top-box technology has today announced official support of **IceTV**'s premium EPG and advanced remote recording features for selected Australian customers.

Strong SRT 5492 & 5495 users can now remotely manage what their DVR records at home via the **IceTV** website, mobile friendly site (m.icetv.com.au) and when using other custom IceTV applications, such as the free **IceTV** iPhone app.

Once logged in, **Strong** customers will be able to choose between a host of advanced recording options courtesy of **IceTV** Interactive, including true series recording & keyword recording features, the ability to set favourites & get recommendations, as well as create their own personalised TV Guide for the week ahead and see what's popular.

To celebrate today's announcement and to help customers appreciate the difference **IceTV** will make to their digital TV experience, **IceTV** and **Strong** have agreed to include a free 6 month membership to **IceTV** (valued at \$66) for a limited time.

Matt Kossatz, general manager at **IceTV**, said, "We are extremely happy to now include **Strong** in the growing list of brands that support IceTV. We look forward to working closely with **Strong** and giving their customers across Australia, greater control and freedom over their digital free-to-air TV viewing."

The **Strong SRT 5492 & 5495** come equipped with Twin HD Tuners, a 500Gb hard drive, Dolby Digital Plus audio, USB 2.0 Host for MP3 playback, JPEG viewing & Software update, LAN for internet connectivity and **IceTV**, Time Shift, MPEG-4 Compliant.

With today's announcement, not only can **Strong** customers enjoy everything digital free-to-air TV has to offer, they can now enhance their viewing experience with access to **IceTV's** advanced remote and series recording features, from wherever they are.

Jim Kaneleas, the Product Manager at **Strong Technologies** said, "**STRONG** is excited to now offer the **IceTV** EPG service to our customers. We are constantly striving to make our products ever more user friendly and now with **IceTV** functionality, the features of our range of DVRs are enhanced. We look forward to partnering with **IceTV** in the future on new and exciting models"

Existing **Strong** customers with a **SRT 5492 or 5495** DVR, should [contact IceTV directly to register for a free trial](#). The latest firmware with **IceTV** Interactive support can be downloaded via the [Strong Web site](#).

The new range of **Strong** DVRs with **IceTV** Interactive support are now available from leading retailers across Australia.

- **Strong SRT 5492** DVR with a free 6 month membership to **IceTV** – RRP AU\$599.00
- **Strong SRT 5495** DVR with a free 6 month membership to **IceTV** – RRP AU\$549.00
(**SRT 5495** Exclusive to Harvey Norman, Joyce Mayne & Domayne stores only)

About Strong Technologies

Strong is a leader in digital television receiving equipment; and make a point of setting the company apart by a relentless effort toward providing high quality products, backed by outstanding technical support and after-sales service. **Strong** specializes in Terrestrial and Satellite Digital Receiving equipment. **Strong's** portfolio of award winning products are offered in hundreds of retailers and used by thousands of end –users. With a 142 year history, 20 years Set-top Box Experience, subsidiaries in 16 countries and a distribution on 5 continents our Brand is **Strong**.

For more information, visit www.strong-technologies.com

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About IceTV

IceTV is a leading independent electronic program guide (EPG) provider for digital free-to-air television in Australia. IceTV works closely with manufacturers of personal video recorders (PVRs) and/or digital video recorders (DVRs), as well as leading brands of Microsoft-based media centre devices and TV Tuner products for Mac and PC's.

Commercially launched in April 2005, the Australian owned and based company has been a pioneer in digital TV recording and EPG related technology for close to 5 years. IceTV has lead the way with its premium EPG service in Australia and continues to innovate with custom interactive software and mobile applications for digital free-to-air television viewers.

Since its beginnings, IceTV has had one aim, to give users freedom of choice in everything they watch on their TV. With IceTV you can watch what you want, when you want and skip anything you don't want to watch. IceTV makes recording and managing your TV shows simpler and smarter—you'll never miss a show again.

For more information, visit www.icetv.com.au.

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