



Press Release

October 7th 2009

Strong Technologies launches new Digital Video Recorder

The **SRT 5492** is a High Definition Twin Tuner Terrestrial Receiver & Digital Video Recorder, equipped to handle both next generation MPEG-4 broadcasts and current MPEG-2 broadcasts, with a massive internal Hard Disk Drive.

The **SRT 5492** Offers;

- Superior picture quality and improved reception
- Easy to use
- Access to all Digital TV Channels
- Record two programs at once, while watching a third
- Electronic Program Guide with one touch recording
- Ice TV for even more EPG features
- LAN connection
- Massive 500Gb internal hard disk drive.

With the advent of the 'Digital Ready' campaign in 2009 more than 90% of Australian households have now heard of the Federal Governments plan to switch Australia over to digital TV, with 53% already converted. ¹ **Strong** has played a large part in this growth having up to 19% market share. ²

The **Strong** Digital Video Recorder (DVR) offers so many more features; even most LCD and Plasma screens do not offer recording capabilities and some older models will only capture Standard Definition Digital Signal. High Definition DVR has many benefits; including Time Shift (Pause & Rewind Live TV), MP3 music playback, digital photo viewing via USB, and an easy to use EPG to program dozens of recordings.

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 140 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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¹ Data Source "Digital Tracker Report on Quarter 2009" Australian Government, Department of Broadband, Communication and the Digital Economy, Digital Switchover Taskforce, August 2009

² Data Source "GfK Australia", Brand Share Unit Sales Report, from Aug 2008 – Aug 2009