



Asia Media Systems Pte Ltd

## **AMS Builds IPTV Transport System for SK Broadband**

*November 13, 2008, Singapore* - Asia Media Systems Pte Ltd ("AMS") announced today its subsidiary in Korea ("AMS") has been appointed by SK Broadband Co., Ltd. ("SK Broadband"), previously known as Hanaro Telcom, Korea's second largest fixed line phone and broadband internet provider, to build the Transport System to support commercialization of Internet Protocol Television ("IPTV") services, under a contract value at US\$2.0 million.

Using technology from our Partner, Corrigent Systems, a leading provider of carrier Ethernet transport (CET) solutions for next-generation service provider networks, the Transport System allows SK Broadband to offer innovative data services such as premium IPTV and legacy Time Division Multiplexing ("TDM") services over the same network infrastructure.

"We are proud to be a long-term partner of SK Broadband and its flagship Hana TV services", said Mr. Giang Phung, Chief Executive Officer of Asia Media Systems. "SK Broadband is a forerunning operators and a pioneer of IPTV services in South Korea. We are proud to take part in this new frontier."

The IPTV transport system is designed to enable SK Broadband to offer highly scalable, cost-effective and resilient TDM services such as voice, and data, as well as video services, such as Hana TV over the same converged network. At the end of Q2 2008, there are over 800,000 subscribers signed up for "Hana TV".

"The transport system enables advanced IPTV services to be delivered to SK Broadband subscribers. Started from video on demand, Hana TV is among the few most successful IPTV services in the country. This project is a testimony of AMS ability to build a foundation to serve SK Broadband growing subscriber base by using our expertise, taking advantage new technology and delivering pioneering services," commented Mr. Giang.

### **About AMS**

AMS is a regional technology company that focuses on providing digital media and network storage solutions to customers in Asia. Our forte is in the fields of digital media, digitize televisions, broadband network and storage systems.

At AMS, we stride to lead the digitization wave, by applying technology, be it to transform data centers into digital media centers, or uplift networks to support the new digital experience. Our people have years of experience and track records in building and delivering large-scale projects in Asia.

More information about AMS can be found at [www.asia-ams.com](http://www.asia-ams.com).

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