



## Now record TV from your mobile with ‘Airtel digital TV Recorder’

*A first of its kind example of convergence between the mobile and TV screen*

- Offers industry first feature to record TV shows from anywhere in the world using mobile phone
- Provides unique features of search, series recording, time recording
- Available at Rs. 6990/- across India for new customers and Rs 5990/- for existing Airtel digital TV customers

**New Delhi April 7, 2010:** Airtel digital TV- the DTH service from Bharti Airtel - today announced the launch of ‘Airtel digital TV Recorder’, an enhanced Set Top Box (STB) with capability to record live television, anytime, anywhere. A first of its kind example of convergence between the mobile and TV screen, with this Airtel offers customers the convenience, to record their favourite shows using their mobile phones from anywhere in the world.

**Speaking on the occasion, Ajai Puri, Director and CEO - DTH, Bharti Airtel, said,** “At Airtel, we believe that the key to our brand is innovation and technology is one vital element of our innovation endeavours. This product would be a lifestyle enabler that will significantly change TV viewing trends in India. It is also is strategic as it brings together the TV screen to the Mobile screen. The launch underlines our key strength of understanding consumer needs and using technology to deliver a simple elegant benefit through the most ubiquitous element of ones life today- the mobile.”

Airtel digital TV Recorder will be available at Rs 6990/- to all new customers and at Rs 5990/- to all existing Airtel digital TV customers going in for an upgrade. To avail the service, customers can buy the digital TV Recorder from a near-by retailer and call customer care at 18001028080 for activation. Customers need to send a sms from the registered mobile number linked to the Airtel digital TV account with ‘mguide’ to 54325 and download the mobile recording application. Using their customer ID and password they can log on and record shows from any mobile Java and GPRS enabled handset.

### **Airtel digital TV Recorder offers many unique features to customers:**

- HDMI port for video output
- Stores upto 100 hours of recording
- Option to search for any television show up to 7 days in advance using the remote
- Option to search for any television show for 2 days on mobile
- Facility to pause live television programme for upto 45 minutes
- Offers ease of search by program name, show details and/or date/time using the remote
- Provides program information instantly, including description, length and rating on the mobile
- Convenience to record a single episode or an entire series in just two clicks using the remote
- Option to give fixed time based commands to record show

The Airtel digital TV recorder offers customers the unique advantage of a **HDMI (High Definition Multi Media Interface)** port for Video output which means customers with the latest LCD TVs can enjoy the highest picture quality. In addition the Airtel digital TV Recorder allows the customer to search programmes by name or time or click on Most Viewed Channels for easy surfing. These unique features coupled with a great viewing experience are backed by 24x7 customer care.

Airtel digital TV – the DTH service from Bharti Airtel – is a leading national level DTH service in the country on MPEG 4 with DVBS 2 technology. Airtel has introduced the first universal



remote in India, 9 interactive (iTV) applications, a multilingual EPG, low battery indicator and more that offer customers the freedom to book movie ticket or update themselves on the latest stock news.

**About Bharti Airtel Limited:**

Bharti Airtel Limited, a group company of Bharti Enterprises, is among Asia's leading integrated telecom services providers with operations in India, Sri Lanka and Bangladesh. The company has an aggregate of around 137 million customers across its operations. Bharti Airtel has been ranked among the six best performing technology companies in the world by BusinessWeek.

Bharti Airtel is structured as four strategic business units - Mobile, Telemedia, Enterprise and Digital TV. The mobile business offers services in India, Sri Lanka and Bangladesh. The Telemedia business provides broadband, IPTV and telephone services in 94 Indian cities. The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long distance services to carriers. The Digital TV business provides DTH services across India. All these services are provided under the Airtel brand. Airtel's national high-speed optic fiber network currently spans over 118,337 Rkms across India. Airtel's international network infrastructure includes ownership of the i2i submarine cable system and consortium ownership in five global undersea cable systems, SEA-ME-WE 4, EIG, I-ME-WE, AAG and UNITY. For more information, visit [www.airtel.in](http://www.airtel.in).

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