



## **NEWS RELEASE**

### **NEW DEAL SEES FREEVIEW ENDORSED ALTECH UEC SET-TOP BOXES NOW AVAILABLE IN 400 AUSTRALIA POST OUTLETS**

7 September, 2009

Freeview today announced that digital technology manufacturer Altech UEC has joined its stable of manufacturers with Freeview-endorsed equipment. Altech UEC has concurrently struck an agreement with Australia Post to have its digital set-top boxes distributed through Australia Post retail outlets.

This is the first time that Australia Post has stocked digital set-top boxes in its retail outlets. The Freeview-endorsed UEC products will be available through 400 outlets nationally from September 7 this year. Freeview brochures will also accompany the UEC products in the stores.

“We are delighted to announce that Altech UEC has joined Freeview as a manufacturer partner and that the company has successfully partnered with Australia Post to sell its products, which will give Freeview a brand new distribution point with a wide variety of consumers,” Freeview CEO Robin Parkes said.

Altech UEC is a leading developer of digital technology for the international television industry and specialises in the provision of integrated solutions comprising specialised hardware supported by innovative software solutions and global logistical support services.

Altech UEC's range of leading set-top boxes is specifically designed to offer operators the optimum combination of features, performance, quality and reliability whilst ensuring global cost competitiveness.

Altech UEC Operations Director Russell Futter said: “We are delighted that Altech UEC will be able to offer Freeview-endorsed set-top boxes in Australia and our agreement with Australia Post means that UEC and Freeview can reach a large consumer base with a great product that is also cost competitive.”

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**About Freeview**

Launched in 2008, Freeview is the free digital television service in Australia. It comprises all the channels from Australia's free-to-view broadcasters. Freeview encourages Australians to switch to free-to-view digital television by promoting its benefits including more channels, more moments, better picture and superior sound, for free. Freeview is not-for-profit and owned by ABC, SBS, Seven, Nine, Network Ten, Prime, Southern Cross and WIN.

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