

# Press Release



## **UPC announces “Digital for All” Digital Video Recorder roll out**

**Ireland, 28th January 2007 – UPC Ireland, the new parent company of cable operators Chorus and ntl, has announced the next stage in its continuing “Digital for All” programme – the roll out of its new Digital Video Recorder (DVR) to all cabled cities in Ireland.**

UPC customers will now also be able to upgrade to the Digital Video Recorder for no upfront fee for either the equipment or the installation. UPC’s €10 Million ‘Digital for All’ programme removes any remaining barriers to digital upgrade by offering digital services at minimal or no incremental cost to encourage and accelerate Digital adoption. The new service is now available in all of the cabled cities in Ireland including Dublin, Cork, Limerick, Waterford and Galway.

The DVR service enables viewers to pause, rewind and record live TV or record while watching another programme and provides up to 80 hours of recording time to store recorded programmes. The Digital Video Recorder (DVR) provides an easy to navigate on screen programme guide to enable touch of a button recording, allowing customers to build up a library of their recordings on the DVR hard disk.

Simon Kelehan, Head of TV at UPC, said “This means our customers no longer need to be dictated to by the TV schedule. The DVR uses the latest digital technology to put the viewer in total control. Now, our customers need never miss a vital game or episode of Desperate Housewives. By removing the upfront fee for the DVR we are now making this great technology available to everyone”

The new UPC DVR contains a high-capacity 160Gb hard disk which can record up to 80 hours of TV content with no need for cumbersome video tapes. There are no upfront fees, no call out charges – it’s simply free to get installed. The DVR subscription has also been reduced to only €5 a month. This announcement builds on the announcement earlier this month of free upgrade to Digital for all UPC’s analogue customers.

About our DVR service:

- Pause & record live TV
- 160Gb of recording capacity (80hrs)
- Watch one programme while recording another
- Parental control functionality
- FREE installation and no upfront equipment charge
- Monthly charge is just €5 per month
- Order the service online at [upc.ie](http://upc.ie) or phone UPC on 1890 940 624

**Additional notes to Editors:**

To find out more about UPC and its services – please visit [www.upc.ie](http://www.upc.ie) or contact us by phone on 1890 918 444 or email [online.sales@upc.ie](mailto:online.sales@upc.ie)

The DVR service is available on all UPC's main cable networks including the cities of Dublin, Cork, Limerick, Waterford and Galway. It is also available in the MMDS wireless networks in Galway, Waterford and Dublin.

UPC Ireland, is the largest television provider in Ireland with over 585k TV customers, over 53% of UPC's TV customers have already upgraded to Digital.

\*figures above reported at September, 30<sup>th</sup> 2007