

## LyngBox Escalates at IBC 2008

*"Lyngbox is probably one of the most feature-filled digital receivers tested so far. It combines both satellite and terrestrial channels; MPEG-2 as well as MPEG-4 and the satellite part handles the new DVB-S2 broadcasting standard. Via broadband connection Lyngbox communicates with LyngSat Network, which opens up many new possibilities. Furthermore, Lyngbox is ready for HDTV-reception."*

*(Lars-Ingemar Lundström, author of "Understanding Digital Television")*

In 2006, LyngBox Media put a stake in the ground by introducing the LyngBox top-of-the-line HDTV receiver. During 2007 we launched it properly and assigned distributors to build up sales in a number of European regions. This year, our aim is to escalate recognition and sales.

LyngBox Media is looking forward to returning to yet another exciting IBC show, at Amsterdam's RAI Convention Center on September 12 – 16. We offer you an opportunity to get a first demonstration of the new web based channel editor tool, hear about our new allocation plan, share your feedback and simply have a good time. This year's theme is "Escalation" as we are planning on growing our business by expanding on existing 12 markets, in addition to adding new territories.

IBC 2008

RAI Amsterdam

12 - 16 September 2008

Visit us in Hall 4, stand B58.

### About LyngBox Media

LyngBox Media is a Swedish company formed specifically to develop and bring to market the LyngBox - an advanced satellite HDTV receiver/recorder for satellite and terrestrial digital transmissions. What makes the LyngBox unique and easy to operate, is the exclusive integration with LyngSat Network - today the biggest independent source of satellite and channel data. The LyngSat Network has earned the recognition for being the number one source of reliable and up-to-date satellite and technical information; the web portal has more than 18 million visits per month. The close cooperation between LyngSat Network, ESA (European Space Agency) and LyngBox Media is the result of a set-top box with an unparalleled simplicity in accessing and continuously upgrading the enormous selection of available satellite channels. The concept, design and production of LyngBox are Swedish from start to finish.

### About IBC

IBC showcases the latest technology and foremost business ideas in broadcasting and media, and is the leading event for professionals involved in the creation, management and delivery of entertainment content. IBC features over 1000 companies and over 40,000 attendees from more than 120 countries. To visit the official web site of the fair: [www.ibc.org](http://www.ibc.org).

LyngBox Media

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