



## **ALi and Vewd Bring Critical OTT Functionality to Entry-level Set-top Boxes for Pay TV Operators**

*Leveraging Vewd Atom reduces operator costs while providing premium streaming content*

**OSLO, Norway & Taipei, Taiwan – September 11<sup>th</sup>, 2019** – Vewd, the leading provider of OTT and hybrid TV solutions, today announced that ALi Corporation, a provider of silicon chipsets for the operator market, will pre-integrate Vewd Atom on its ALi M3528 platform for set-top boxes. This breakthrough cloud-based solution brings full OTT functionality to entry-level set-top boxes previously unable to run modern TV apps.

With consumers everywhere increasingly “cutting the cord”, operators need a reliable, uncompromised solution that helps them quickly launch a compelling content offering without rolling out high-powered, expensive set-top boxes. Vewd Atom, together with the ALi M3528 chipset, creates a cost-efficient device that supports modern OTT services.

“Operators increasingly seek smarter ways of integrating the best of OTT and broadcast content in their offerings,” said Sophia Liang, CEO, ALi Corporation. “Vewd Atom provides an easy, efficient, and reliable solution to solving an operator’s content needs. By bundling Vewd Atom with our industry-leading M3528 chipset, we enable devices that can reduce churn and boost subscriber growth.”

A cloud-based solution for legacy and entry-level IP-connected STBs, Vewd Atom provides a complete OTT experience, with minimized operator CapEx. Vewd Atom renders all app UIs in the cloud while the device handles all video playback. This architecture helps operators expand existing service offerings to include premium, local and global OTT content and avoid introducing high-cost new set-top boxes on their balance sheets.

“ALi has led this market segment for many years and we’re pleased to collaborate with them to introduce a new category of cloud-enabled, content-first set-top boxes,” said Aneesh Rajaram, CEO, Vewd. “Pre-integrating Vewd Atom gives operators a reliable platform ready for rapid deployment. With more consumers in emerging markets cutting the cord, the lightweight Vewd Atom was designed to delight subscribers with the latest streaming content, delivered on the most cost-efficient set-top box hardware available.”

### **Vewd at IBC**

To see Vewd Atom running on ALi chipsets at IBC, please visit the Vewd booth in Hall 14, Stand F.02. [Click here to book a meeting.](#)

### **ALi Corporation at IBC**

To see Vewd Atom running on ALi chipsets at IBC, please visit the ALi balcony suite in Hall1, BS20



### **About Vewd**

Vewd is the leading provider of OTT and hybrid TV solutions, connecting consumers anywhere to the content they love. By making OTT possible on nearly 50 million connected devices each year, Vewd leads the way in defining the future of entertainment. Our suite of products and services are crafted to simplify complexity and offer solutions that unite the entire value chain, from silicon vendors to end users. Market leaders such as Samsung, Sony, Verizon, TiVo, and many more rely on Vewd products and services. Follow us, as we make OTT extraordinary. Visit [Vewd.com](http://Vewd.com) to learn more.

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### **About ALi Corporation**

ALi Corporation is a leading innovator and developer in the set-top box (STB) system-on-chip (SoC) market. By fully leveraging its core expertise in the set-top box industry, ALi Corp.'s solutions are recognized for their high levels of integration, superior performance reliability, premier customer oriented service and compelling cost structure. Hundreds of Pay TV operators have adopted ALi Corp.'s solutions worldwide. ALi Corp. was founded in 1987 with headquarters in Taipei, Taiwan, R&D centers as well as sales offices in Hsinchu, Shenzhen, Zhuhai, Geneva, Seoul, and Noida, and technical support teams throughout Asia. For more information, please visit [www.alitech.com](http://www.alitech.com)

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