

# From idiot box to obedient box

BY OUR CORRESPONDENT

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**Feb. 26:** Ever wanted to sit on the sofa and watch YouTube on TV, without having to download on the PC?

Atria Convergence Technologies' (ACT) Internet Protocol Television (IPTV) services promises to let you do just that — watch YouTube with just the press of a button on the remote.

The firm launched its ACT Interactive Television service, in other words IPTV, in Bengaluru on Thursday. ACT assures the idiot box will now do anything you want it to do; have features that you thought were impossible.

The service provides numerous features such as the Internet, videos, movies on demand, besides pause and play live TV service that allows one to record a programme while watching another.

IPTV also allows users to transfer videos, photos, and

music directly from PCs, cameras, pen drives etc. onto the television set.

"IPTV provides a wide range of services. It is an experience that cannot be given by an analogue television," Bala Malladi, CEO, ACT Television, said.

"It is not only entertainment technology but interactive technology that will transform the idiot box into the obedient box," said Sunder Raju, managing director of ACT Television.

ACT now plans to add features like 'Catch-up TV' which automatically records programs of the last 90 days from various channels, e-shopping, online education, other videos on phones, travelogues, cookery etc.

ACT has identified and tied-up with technology partners. The IPTV comes with a set up box, which costs Rs 3000 with a monthly rental of Rs 300. There are additional costs for each of the special features offered.