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**A**CT Television here on Thursday announced the launch of ACT interactive TV service. With this launch, ACT Television, a multi-system operator in Bangalore, becomes the first player to introduce interactive TV service in the city.

Speaking at the launch, ACT Television MD Sundar Raju, said that Interactive TV is a system that delivers quality better than digital content services to subscribers using internet protocol over a broadband connection in a closed network infrastructure. "This is also known as triple play service, which allows television broadcasting, high-speed internet connection and telephony," he added.

Raju explained that ACT Interactive TV would turn a television set into a convergence device. "A customer can avail IPTV services at an economical price of Rs 300 a month," he added. A viewer can watch his favourite TV channels, get movies at the click of a button from a library with over 4,000 DVD quality movies across three languages that have been licensed, watch videos available on the internet, record one programme while watching another, pause and play live TV and connect to various devices in the house to view images stored in them.

"Soon ACT Interactive TV will be able to play multi-user games, send e-mails and voicemails from TV sets, besides giving the facilities of online shopping, education and banking using a compact remote-control," informed Raju. ACT plans to add features like catch-up TV, which automatically records programmes of the last 90 days.