

## Press release

Zurich, 12th April 2010

### **Cablecom broadcasts the first 3D television in Switzerland**

**In the framework of a pilot project, cablecom is the first cable network operator to broadcast a programme in 3D in Switzerland. Yesterday evening the final of the US Masters golf tournament in Augusta was broadcast in 3D. This allowed cablecom to demonstrate that its network is ready for the television of the future.**

Cinema hits such as «Avatar» have demonstrated that 3D films are the future. Cablecom is planning to bring the third dimension into the home cinemas of its customers. Thanks to continuous investment into the infrastructure, cablecom's Fiber Power network is ready for this revolutionary television experience. Cablecom customers are ready to receive 3D television either via cablecom mediabox or DigiCard, which is based on the CI + technology (from end of May).

Cablecom demonstrated this at the weekend as part of an exclusive showcase, in which the live final of the US masters was presented in 3D, in cooperation with UPC in the Netherlands and the technical provider DMC.

Eric Tveter, Managing Director cablecom: «Viewers are thrilled by this new way to watch films and sport events. I am convinced that 3D television will be part of our everyday lives in the near future. The performance capacity of our Fiber Power cable network of the latest generation will soon allow us to begin offering this new television experience.» The offer of 3D content and compatible televisions on the market is still limited. Cablecom, which works closely together with its parent company Liberty Global on 3D, is currently in a test phase and in discussion with various content providers. When the first 3D programmes will be broadcast is not yet known.

#### **Media representatives are welcome to contact us for more information:**

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**About cablecom**

Cablecom, a UPC Broadband operation, is the largest cable network operator in Switzerland and provides its customers with services for cable television, broadband Internet access, and mobile and fixed network telephony. As of 31 December 2009, the company had around 1.6 million television customers, of which 379,000 made use of the digital service, 487,000 were Internet customers (hispeed) and 304,000 were telephony customers (digital phone). Cablecom also provides voice, data and value-added services for business customers. Cablecom supplies cable network operators with facility construction as well as with application and transmission services for television, telephony and Internet. The company's own network connects around 1.9 million households and supplies all the larger towns in Switzerland. At the end of December 2009 the company had around 1,400 employees and its turnover was over 1 billion Swiss francs. Cablecom is a national subsidiary of UPC Broadband, the European cable network group of Liberty Global.

<http://www.cablecom.ch/en/about>

**About Liberty Global**

Liberty Global, Inc. is the leading international cable operator offering advanced video, voice and broadband Internet services to connect its customers to the world of entertainment, communications and information. As of 24 February 2010, Liberty Global operated state-of-the-art networks across 14 countries principally located in Europe, Chile and Australia. Liberty Global's operations also include significant programming businesses such as Chel-lomedia in Europe.

[www.lgi.com](http://www.lgi.com)