

Press Release

Zurich, 17 January 2011

Into the 3rd dimension with cablecom on demand

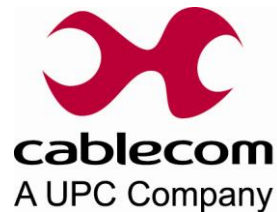
cablecom customers can now enjoy a first-class 3D programme (“VoD”) on demand free of charge: cablecom presents the highlights of the “Charles Vögele Fashion Days 2010” in a 30-minute film. This is an impressive display of the capacity of cablecom’s cable network and once again emphasises its role as an innovation leader in the Swiss telecommunications market. Further 3D VoD contents are already being planned.

The developments of recent months have clearly demonstrated one thing: the future lies in 3D technology. Thanks to continuous investments, cablecom’s entire Fiber Power cable network is equipped for revolutionary 3D TV experiences. In 2010, cablecom already presented several showcases where it broadcast Europe’s first live sports events in 3D in its cable network. Now the Swiss TV pioneer is once again at the forefront of development. With its first 3D film on demand, Switzerland’s largest cable network operator brings three-dimensional television yet another step closer to home for the first time.

“We are proud bring a 3D television experience directly into our customers’ living rooms with the entertaining clip on the Charles Vögele Fashion Days 2010“, says Koen Verwee, Vice President Marketing & Products cablecom.

The roughly 30-minute 3D film features the highlights of the Charles Vögele Fashion Days 2010, which were held in Zurich for the first time in early November. To produce this clip, cablecom worked very closely with Swiss fashion house Charles Vögele. In addition to excerpts of the varied and colourful fashion shows, the clip also offers a glance behind the scenes, shows models trying on clothes and takes viewers right to the very heart of the bustling fashion business.

Rudolf Scheben, Vice President Group Marketing Charles Vögele on the cooperation:
“Technology and fashion have always been ahead of their time – now we are taking completely new paths together with cablecom for the first time. We immensely enjoyed partnering with them for this Swiss-wide 3D premiere.“



In the near future, cablecom will also offer the first high-resolution 3D cinema highlights on demand. Three-dimensional viewing can be enjoyed by customers using Video on Demand by cablecom with a 3D-ready television set and suitable 3D glasses.

More information at:

<http://www.cablecom.ch>

We would be happy to supply further information to media representatives:

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About cablecom

cablecom 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 30 September 2010, the enterprise had more than 1.5 million television customers, of whom 432,000 were in the digital area, as well as 501,000 Internet customers and 321,000 telephony customers. cablecom also provides voice, data and value-added services for business customers. cablecom provides cable network operators with plant engineering and construction as well as with application and transmission services for telephony and Internet. cablecom's own network connects around two million households and supplies all of the major cities in Switzerland. As of the end of December 2009, the company, which employs around 1,400 people, achieved sales of more than 1 billion Swiss francs. cablecom is a national subsidiary of UPC Broadband, the European cable network group owned by Liberty Global Inc.

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

About Charles Vögele Switzerland

The Charles Vögele Group is one of Europe's leading vertical fashion companies. It offers on-trend and reasonably priced fashion with a feel-good factor for people who fully embrace life. Attractive merchandise displays combine with sympathetic, expert advice to create a relaxed and enjoyable, shopping experience. Charles Vögele has sales outlets in nine countries: Switzerland, Germany, Austria, Slovenia, Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009 with around 7,800 employees the group generated a gross turnover of over 1.5 billion Swiss francs.

<http://www.charles-voegele.com>