



PRESS RELEASE

Forget about just watching TV - Oogle to enjoy Smart TV!

London, UK, January 26th 2011 – This year's media and technology revolution is without doubt going to be all about Connected TVs, which for the first time integrates the Internet and TV in one place. Whilst some big names have been lining up for a piece of the Connected TV action, a leading British company looks set to steal a march on the competition. Today they reveal their innovative Connected TV platform's consumer brand: Oogle.

That company is Green Button Media, led by visionary entrepreneur Barry Rubery. As co-founder of Pace Plc, still the largest Set Top Box maker in the world, and already credited with revolutionising the digital TV industry when he launched the world's first MPEG2 digital set top box (STB) in 1995.

With Green Button Media, the television experience takes a new dimension. After years spent simply "watching the box", viewers whose Connected TV sets feature Oogle, can expect to enjoy the same experience with their web enabled television than they have grown to love with their smart phone.

Oogle will be a standard feature of a new generation of Connected TVs from leading manufacturers and retailers and will also be available as set top boxes. It includes an innovative Online Programme Guide, an App Store and range of other intuitive viewer-friendly advanced functions as well as leading sports, games and media content for the whole family. Oogle also comes with all the major social networking applications and great content such as Amazon, YouTube, Facebook and Twitter etc. preinstalled as standard, making watching TV a more interactive, engaging experience.

Green Button's Founder and Chairman, Barry Rubery, believes Oogle can become *the* brand name on everyone's lips when talking about and buying the new Connected TVs. "Viewers will definitely want to Oogle at their TV and the huge range of engaging features and content our innovative platform can bring" he comments.

Green Button Media Ltd

8 Tavistock Street, London, WC2E 7PP, UK | **w:** www.greenbutton.tv

With the Oggle platform, Rubery is once more at the forefront of leading another consumer electronics revolution. "The launch of Connected TV in the UK later this year will undoubtedly transform the television industry yet again" he enthuses.

Crucially, while some rival platforms seem likely to delay their launch, TV manufacturers and own-brand retailers seeking to establish themselves firmly at the start of the new Connected TV market later this year can adopt the Oggle platform now.

"Manufacturers and retailers are clearly recognising that our platform, which uses the European open HbbTV standard, is a really viable alternative to content and search engine based competitors and their 'closed' software systems. Oggle offers them what viewers want now, without the risk of uncertainty or delays in getting to market."

"With the announcement of our Oggle branding, savvy consumers who are becoming increasingly aware of what Connected TV can offer will soon be actively seeking TV sets and STBs that give them the truly enhanced, easy to use and viewer-friendly experience and content they expect."

"Which will mean the ones featuring the Oggle platform!" concluded Barry Rubery.

- Ends -

Notes to Editors:**Green Button Media Ltd**

Green Button Media provides solutions including content aggregation, application development, application management and technologies for the new generation of Connected TVs.

Green Button's Oogle platform is based on HbbTV, the European open standard that is "aimed at harmonising the broadcast and broadband delivery of entertainment to the end consumer through connected TVs and set-top boxes."

Green Button Media Ltd is headed by Barry Rubery, the visionary entrepreneur who as co-founder of Pace Plc - the largest set top box manufacturer in the world, has already revolutionised the digital TV industry once by launching the world's first MPEG2 digital set top box in 1995.

For more information, please visit: www.greenbutton.tv

Alternatively please contact:

Barry Rubery, Chairman
Green Button Media Ltd
info@greenbutton.tv

Green Button Media Ltd

8 Tavistock Street, London, WC2E 7PP, UK | **w:** www.greenbutton.tv