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Winbox brings CinemaNow to Europe

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IFA 2008 - BERLIN. Winbox Technologies has announced that it has partnered with CinemaNow, the digital on-demand platform for Hollywood movies and TV shows. The first set-top boxes that will include CinemaNow content will be aimed at the UK, with products for the rest of Europe appearing in retail later this year.

Under the new partnership, Winbox Technologies and CinemaNow will provide a fully-integrated platform for the electronic delivery of movies, TV shows, music and software to consumers via broadband internet connections. This end-to-end delivery channel will utilize Winbox's OEM set-top-box technologies and CinemaNow's storefront and Media Manager application.

"Under this agreement our OEM customers can now chose to integrate premium Video-Demand services from one of the international leaders in the VOD content business when they use our platform for their own connected TV or set-top box products," Christof Winker, CEO of Winbox Technologies, explained in a press release.



“Establishing Winbox as our first partner in Europe is a great step forward in our strategy towards expanding our services to consumers and retailers outside the U.S.” said David Cook, president and COO of CinemaNow. “With Winbox’s innovative solutions, we can extend the premium online experience to the TV.”

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