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By **Arvind Arora**
TMCnet Contributing Editor

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<http://www.tmcnet.com/usubmit/2008/08/29/3625458.htm>

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According to the terms of this collaboration, the content from CinemaNow will be delivered to the televisions of consumers directly through broadband, powered by the OEM set-top boxes built on the Winbox technology platform. Both companies will ensure that a seamless and integrated platform delivers movies, TV shows, music and software to consumers via broadband Internet connection. The OEM set-top-box technologies by Winbox coupled with CinemaNow's storefront and Media Manager application will enable this end-to-end delivery channel.

The products by Winbox Technologies enable easy and convenient installation and deployment of IPTV ([News](#) - [Alert](#)) receivers, video on



demand systems (VoD), hard disk video recorders (PVR / DVR), connected TV sets and set-top boxes. Along with providing turnkey

solutions, including a complete OEM solution, including hardware, software and production services, the company also offers license-specific technology modules for in-house development. The company has a number of partner or consumer companies, a few of which are Microsoft ([News](#) - [Alert](#)), NXP, ASUS, Sling Media and Medion.

Christof Winker, chief executive officer of Winbox Technologies, said that with this partnership Winbox extends the consumer value of its OEM technology platforms EVO1 and EVO2. The OEM customers of Winbox can now chose to integrate premium Video-Demand services from one of the international leaders in the VOD content business when they use the company's platform for their own connected TV or set-top box products.

Initially, the set-top boxes carrying the content by CinemaNow have been primarily aimed at the UK market, and for the rest of Europe, retailing of these products will begin in the later phase of this year.

David Cook, president and COO of CinemaNow, said that establishing Winbox as the company's first partner in Europe is a great step forward in CinemaNow's strategy towards expanding its services to consumers and retailers outside the U.S.

Cook noted that with Winbox's innovative solutions, CinemaNow can extend the premium online experience to the TV, further delivering on its mission to empower consumers to enjoy digital entertainment anytime and anywhere.

