



13th October 2005

Don't miss a trick with audio description on the iPlayer+

Along with its predecessor the iPlayer+ is currently the *only* Freeview adapter on the market which is capable of accessing the audio description service available on certain programmes.

The feature-packed iPlayer+ also allows users to hook up to the internet and have TV programme guides spoken to them. What's more, users can adjust the AD volume separately from the programme sound – a feature that is considered useful to those with hearing difficulties. Furthermore, for visually impaired users, the iPlayer+'s announcement of the channel names when changing channel, is invaluable.

Having used the original iPlayer, visually impaired journalist Anela Naz describes the product as an '*amazing creation*' that has allowed her to '*independently watch and follow so many more TV programs than before*' (the remainder of her article can be found at www.tru-pr.co.uk/press using the password 'homehub')

AD allows the visually impaired to enjoy popular cult TV programmes such as Eastenders, Coronation Street, Friends and even some movies. It is an amazing way of bringing TV to life for those who suffer poor eyesight and presently lack the necessary tools to fully enjoy the worldwide hobby of watching TV.

AD works by filling in the gaps left when dialogue stops by describing the action, for example a visually impaired person could not be aware if a killer was creeping up on their intended victim on screen until the victim screamed and even then they would not know why, therefore losing the tension that was built up by the imagery.

Although not currently widespread AD is increasing in popularity, the BBC demonstrate this with their current advert which promotes their AD programmes, you can view this at www.bbcbroadcast.com/promos/audio_description.shtml. Soon, AD for visually impaired people will be as well-known and as widespread as subtitles for hearing impaired people (In 2005, the broadcasting watchdog Ofcom stipulated that 76 channels must carry AD in at least 6% of their programmes, roughly ten hours per week per channel.)

About iPlayer+: The iPlayer+ has recently stormed into the UK market and is much more than just a Freeview box – It's a free to do box.

The versatile iPlayer+ is much more than just a Freeview box as it sports a range of other home-use functions and integrates seamlessly with your home network. You can even play video or audio direct from your pc or the internet (IP TV) and use a wireless keyboard to surf the internet from your favourite comfy chair.





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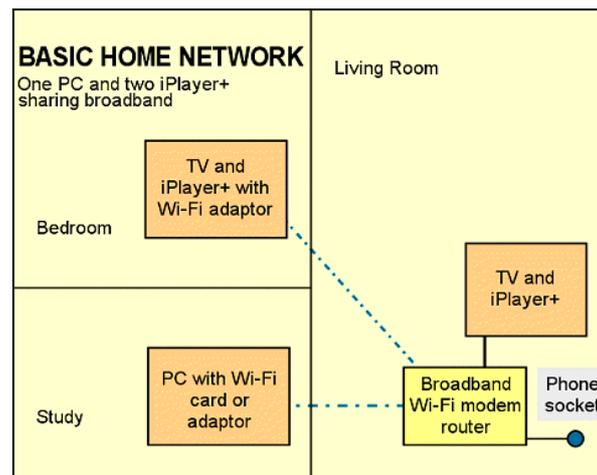
The iPlayer+ is fully upgradeable and is therefore not out of date the minute it is taken out of the box, enabling users to stay ahead of the game with this truly future proof product.

Key enhancements

- ❑ Allows instant access through your TV to a wealth of extra channels such as BBC3 and 4, ITV2, E4 and Cbeebies all of which offer AD programming
- ❑ The iPlayer's connection and menu speed exceed standard digiboxes reducing frustration when using the system particularly in comparison to cable
- ❑ Internet access - users can surf the web via their TV with PIP (Picture in Picture feature) thus using the iPlayer+ users can access the RNIB website and listen to daily TV listings from the TV set without having to go to their PC.
- ❑ The iPlayer+ enables a wider audience of visually impaired viewers access to a wider range of AD programmes, whilst at the same time delivering superior functionality and more user-friendly interaction
- ❑ Finally the iPlayer+ Freeview box is a genuinely cost-effective option as it is a simple one-off payment with no subscription charges it is far less costly than either Sky or Cable.

Other useful functions include:

- ❑ Set reminders and timers for multiple programs
- ❑ Send and receive text messages on your TV
- ❑ Upgradeable audio functionality supporting multiple play formats (codecs)
- ❑ Direct play of video (MPEG1 &2) and audio streaming (MP3 and WAV) from your PC or the internet
- ❑ Future services like video on demand from your internet provider



Available online at www.iplayer.co.uk, at Comet and 24-7 Electrical. The iPlayer+ retails at £89.99.

Notes to Editors: There are a limited number of review samples available upon request from the press office at TRU. Scans, a selection of example audio files and other assets can be found on www.tru-pr.co.uk/press using password `homehub`.

About iPlayer: iPlayer.co.uk is the number 1 destination for integrated home entertainment and communications. Consumers can find all the information on how to make the most of Digital Terrestrial TV, communications services and home networking. The iPlayer+ can be purchased along with a range of supported peripherals, and there are graphical descriptions of how the features work. iPlayer.co.uk is a wholly owned brand of Netgem SA.

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