



## Deutsche Welle's Video Content Now Available to Connected TVs via iMediaShare

*International news, background information and cultural highlights from Germany's international broadcaster now available on any connected TV*

**Uniondale, May 30, 2011** – Bianor and Deutsche Welle join forces to bring the German broadcaster's on-demand videos to the connected TV screens around the globe. Deutsche Welle produces news, background information and cultural highlights worldwide, creating a platform for intercultural dialogue. Its on-demand video library is now part of iMediaShare's video channel lineup - available both in English and German.

Bianor's [iMediaShare](#) is a mobile solution that enables users to personalize their TV experience. It provides easy access to video and audio content from various sources to let people enjoy their favorite content on any connected TV. iMediaShare transforms the mobile handset into a personal all-in-one media manager that combines content portability with seamless media streaming and TV remote control functionality.

"The content quality is key to the great TV experience. We are very excited to partner with Deutsche Welle and to deliver content from the leading broadcaster to the international audience", says Metodi Filipov, Bianor's Managing Director. "On-demand video consumption gains popularity as more people want to be in full control of what and when they watch. Unlike traditional TV broadcasting solutions iMediaShare is specially designed to address these needs", adds Metodi Filipov.

"Working with such an innovative company like Bianor provides us with a great opportunity to expand into new areas of business", says Petra Schneider, Deutsche Welle Director of Distribution. "We really do have something for every iMediaShare user with a selection of on-demand content that ranges from business and politics to sports, music, lifestyle and the arts – all produced in the heart of Europe".

iMediaShare serves over a million media items monthly, and over 2,500 new users join its community every day to enjoy the convenience of on-demand media. iMediaShare is available for free for iPhone and Android platforms.

### **About Bianor**

Bianor is a [technology company](#) dedicated to help businesses take full advantage of mobile technologies. The company provides consulting services to clients such as IBM, Samsung, Ogilvy, and P&G, delivering software solutions used by millions of people around the globe.

### **About Deutsche Welle**

Deutsche Welle is Germany's international broadcaster. With DW-TV, DW-RADIO and DW-WORLD.DE, the company produces news, background information and cultural highlights worldwide, while creating a platform for intercultural dialogue. Deutsche Welle is a respected and credible source of information that reaches more than 86 million listeners and viewers worldwide every week and distributes programming and services via a global satellite network, partner stations (rebroadcasting) and on the Internet, as well as utilizing modern forms of media like podcasting, live-streaming, newsletters, mobile offers and RSS services.

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