



## **Axel Technologies announces name change to Fuugo, new services portfolio and new global offices**

**IBC, AMSTERDAM, Sep 13, 2017** – Axel Technologies - a global solutions provider of end-to-end OTT services for media companies - announced today that its transformation as an OVP to a global OTT services platform has been kicked off, with a name change from Axel Technologies to Fuugo, introduction of new product line-up and the opening of two new office locations in Europe and the United States.

For the past years, Fuugo has been the product name for its 'Online Video Platform', however, as part of a renewed vision for the company, Fuugo is expanding into a complete 'End-to-End Online Video publishing and monetization platform', aiming to better support media corporations that are looking to make the move from traditional to internet-based broadcast TV.

The vision, realized through the new product line-up, is enabling broadcasters to capture, monetize, analyse and deliver IP-based television. Under the name 'Fuugo ONE', integrated workflow applications, platforms and human expertise needed to successfully launch an online, digital broadcast channel, are closely aligned to form a single platform, assisting in transitioning from terrestrial TV to Internet TV:

Fuugo ONE consists of the following workflow applications:

- Fuugo Ingest - satellite / IP signal acquisition & encoding
- Fuugo Shield - digital rights management, fingerprint / watermarking
- Fuugo Core - OVP, content & subscriber management
- Fuugo Deliver - global content delivery
- Fuugo XPerience - web & mobile OTT applications
- Fuugo Insights - data analytics

'Fuugo aims to deliver a unique approach to OTT.' said Robert Gribnau, Chief Executive Officer. "For a broadcaster to successfully launch a channel, approach consumers, and monetize its content, a tightly integrated solution of best of breed services is necessary. With Fuugo ONE we offer a single integrated platform, for all services."

"For a broadcaster, It is all about the user's experience. We are working very hard in developing a flexible, reliable and competitive platform, which will allow our clients to create powerful experiences for their consumers.", reveals Nelson Hulett, VP, Marketing and Product Management.

In addition to the name change, and service expansion, Fuugo opened two new offices to keep up with the increased demand. A brand new software development office has been established in Poland for the front-end software development and operations. Another office in the USA has been opened specifically for sales and marketing.

The Fuugo platform is leveraged by high-end media companies across Europe and the United States to deliver a competitive, reliable and flexible platform for its media clients and its consumers.



## **About Fuugo**

Fuugo is an end-to-end OTT Platform for media companies to create, monetize, distribute and analyze digital assets across internet-connected devices. Our flagship product, 'Fuugo ONE', is a comprehensive Software-as-a-Service (SaaS) platform, which covers the entire workflow needed to successfully launch an online, digital broadcast channel. Our services are available as an integrated platform or as stand-alone service: Fuugo Ingest (Satellite / IP signal acquisition & encoding), Fuugo Shield (Digital Rights management, Fingerprint / Watermarking), Fuugo Platform (OVP, Content & Subscriber management), Fuugo UX (Web & Mobile OTT applications), Fuugo Deliver (content delivery) and Fuugo Insights (Data Analytics).

Our customers operate globally and include major European and North American broadcasters as well as OTT service providers.

For more info visit [www.fuugo.com](http://www.fuugo.com)

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