

Swisscom launches new TV box: football fans can now watch European Championships games on SRF zwei in amazing resolution

Football fans are counting down the days to the start of the 2016 European Championships. Swisscom TV customers now have even more to look forward to. A new TV box will enable them to watch individual games in ultra-high definition (UHD) quality on SRF zwei for the very first time. The new box will be available from tomorrow. Thanks to a built-in voice-activated search function that supports Swiss dialects, content will now be even easier to find.

Swisscom customers will be the first people in Switzerland who will be able to watch individual games broadcast in UHD quality on SRF zwei. That means they can enjoy both the opening game and all games from the quarter-final onwards in amazing resolution. But that's not all. From the 2016/2017 season onwards, Swisscom will team up with Teleclub to broadcast two games in the Raiffeisen Super League in UHD quality every week. All this is possible thanks to the launch of the new UHD-compatible TV box for Swisscom TV2.0. The box can be ordered from all Swisscom points of sale from 14 April 2016 onwards.

Swisscom offering first UHD films throughout Switzerland

To coincide with the launch of the new box, Swisscom is also offering a selection of UHD programmes (films and documentaries) for rent. This content will be expanded on an ongoing basis. The first live TV channels in UHD are scheduled to become available from the end of May. Customers will also soon be able to stream YouTube content in UHD using their new box. They can already use the newly integrated VLC media player to watch their own media, e.g. videos shot on their smartphone, in the highest possible resolution.



“The new box is even smaller, faster and cheaper and shows our customers images in greater resolution and brilliance than ever before. As a football fan, I’m already looking forward to watching the games in top picture quality,” says Dirk Wierzbitzki, Head of Swisscom Products & Marketing. From 14 April onwards, new customers will receive the new box if they subscribe to a Vivo package with Swisscom TV 2.0. Existing TV 2.0 customers can purchase the new box for CHF 119. To be able to watch content in UHD quality, customers need not only the new Swisscom TV box but also a television that supports UHD and a minimum bandwidth of 40 Mbps. UHD is the successor technology to Full HD. It is also known as 4K because, with a screen resolution of 3840x2160, it shows four times as many pixels. The new TV box also supports High Dynamic Range (HDR), which offers higher contrast and greater colour depth and therefore produces a more natural and significantly better picture quality.

Voice-activated searching – now also in Swiss German

The new box also comes equipped with a new remote control that has a built-in microphone. Voice-activated searching makes content even easier to find because there’s no longer any need to type search terms. These search terms may be film or programme titles, actors, sports clubs or other keywords. The voice-activated search function supports German, all Swiss German dialects and French. Italian will be added by the end of the year.

www.swisscom.ch/tv

Berne, 13 April 2016