

PerceptionTV and FANAP Co. announce a joint venture to lead its expansion in the Gulf region

- **Joint venture business named Perception Gulf**
- **FANAP to provide local market knowledge and expertise along with its sales and marketing resource**
- **PerceptionTV to deliver its multiscreen platform technology and deployment expertise**

CABSAT Dubai, **8th March 2016** – PerceptionTV Ltd, a leading multiscreen IPTV platform provider and FANAP a leading player in the ICT industry, today announce a joint venture dedicated to the development of the Perception platform sales throughout Iran and other territories in the Gulf region. The joint venture business named Perception Gulf, has already secured its first deal with Baran Telecom, one of the five companies that has recently been licensed to provide OTT/IPTV entertainment services throughout Iran.

The Perception platform delivers high quality multiscreen TV entertainment combining live TV, catch up services, video on demand and a unique cloud-based personal video recorder, through one intuitive programme guide that offers the most flexible and effective internet television service available today.

FANAP has played a leading role in the development and delivery of valuable projects for the growth and expansion of the ICT industry in the Middle East. FANAP's success has resulted in FANAP Co. becoming one of the top 10 fastest growing companies in Iran, with a workforce of more than 2,100 people.

John Mills, CEO of PerceptionTV Ltd comments: "The Middle East has a developing hunger for new technology and TV everywhere, and is an evolving new market for PerceptionTV. The partnership with FANAP will allow us to infiltrate a market that is largely unfamiliar with IPTV services. FANAP's local expertise and valuable market knowledge has already secured PerceptionTV's lead in providing efficient IPTV solutions in the Middle East."

Shahab Javanmardi, CEO of FANAP Co. comments: "This Joint venture is an excellent opportunity to cater for Telcos and other service providers in the region with a state of the art, customised IPTV solution."

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