

Axinom implements Sky Go for Xbox 360

Axinom extends its service portfolio and brings Sky Go, a multi-platform service of pay TV provider Sky Deutschland, to Xbox 360.

Fuerth, Germany – January 19, 2012 – Sky Deutschland AG has chosen **Axinom** a leading service provider specialized in new technologies, for a technical concept and implementation of the first external media application for Microsoft's console Xbox 360 in Germany. As of now, all content of **Sky Go** can be used on the Xbox, including German Soccer League, comprehensive sports and movie offers as well as the new channel Sky Sport News HD. Using **Kinect** for Xbox 360, all content can be selected via gesture or voice, whereby the entertainment program is easy-to-use for everyone.

On December 6th, just in time for the international launch of the new dashboard of **Xbox 360**, the application was supposed to be launched after having passed successfully extensive tests and certification. By that Microsoft ensures a consistent user experience for all Xbox 360 offers. The ambitious start date required a tight and smooth collaboration of all involved parties, such as the development team of Axinom, the IT and specialty departments of Sky Deutschland as well as the responsible Xbox product group of Microsoft in Redmond, USA.

The technical challenges for the service provider go hand in hand with high expectations on such an innovative media solution, that can be used with voice, gesture, remote control or controller and that should be optimized for different screens. Conception and implementation of this innovative user experience, following Microsoft's Metro Design guidelines, had been realized by **Axinom Interactive**, the interactive department of Axinom.

*"We are proud and pleased to actively design the future of television using the new possibilities of Xbox 360", explains **Damir Tomicic, Chief Executive Officer of Axinom**. "The Xbox fits perfectly our strategy: to offer full service of highest quality for online media companies. Besides, the Xbox complements ideally our product and service portfolio, covering a full service range from content acquisition, encoding and transcoding services, Content Management, DRM, hosting and streaming solutions to front-end development - on all relevant platforms such as PC, Mac, iOS, Android, set-top boxes and also Xbox consoles from now on."*



About

Axinom is one of the leading IT specialists in the area of conception, development and operation of the latest Microsoft Technologies like Silverlight, Microsoft .NET Framework 4.0, Windows 7, Windows Phone 7, and Windows Azure. Axinom's product portfolio comprises innovative software applications, IPTV, streaming, as well as mobile and portal solutions for medium-sized and large companies. Axinom's customers are such as: Microsoft, German Postal Services - Deutsche Post, Deloitte, Siemens, STAEDTLER Mars GmbH & Co. KG, ZDF, and RTL.

For more information, visit: www.axinom.com and framework.axinom.com

Sky Deutschland /Sky Go

For more information, visit: www.sky.de and <http://www.skygo.sky.de/>

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