



TRIAX
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TRIAX Press Release

27 July 2020

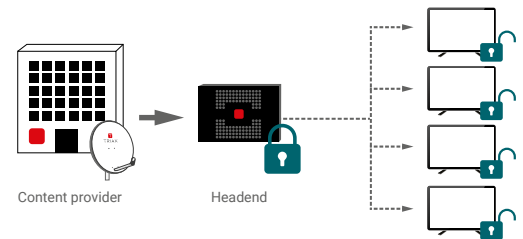
TRIAX integrates Pro:Idiom® DRM into its headends

LG Hospitality TVs can now be used to display encrypted premium content within TRIAX's seamless hospitality environment.

Hornslyd, Denmark – TRIAX announced today that its bestselling TDX headend now supports Pro:Idiom®, the high-quality global Digital Rights Management solution from LG Electronics.

Hospitality providers and operators can now securely distribute end-to-end encrypted HDTV content from TRIAX headends to LG Hospitality TVs throughout their establishments.

"We're thrilled to be offering a DRM solution for LG's Hospitality TVs on our TDX headend," said Jeroen van der Maat, Global Alliance Partner Manager, TRIAX. "The Pro:Idiom® system's high-quality security provides reduced cost compared to solutions with external DRM servers and low maintenance piracy prevention that's easy to implement on our leading headend platform."



"It's a pleasure to welcome TRIAX as a licenced manufacturer," enthused Yannis Pagoulatos, European Head of Hospitality Sales from LG Electronics. "TRIAX's reliable and innovative headends are an integral part of seamless hospitality solutions. By implementing Pro:Idiom®, they now work in perfect harmony with LG Hospitality TVs, systems and third-party professional channel broadcasters, offering ample solutions for our shared hospitality customers and partners."

The TRIAX TDX is a modular headend, making it easy to design bespoke TV distribution solutions and offer premium content to hotel guests. The Pro:Idiom® DRM is available on a new TRIAX IP backend module that can be installed in any TDX headend. No additional hardware beyond the LG Hospitality TV is required, and pre-existing headend installations can be easily upgraded with a new IP backend and the 5.0 software.



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The ease with which it can be installed and managed on the straightforward TRIAX interface is another advantage for hospitality providers, adding even more value to a flexible, fully supported hospitality solution that improves guest engagement and maximises revenues.

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About LG Electronics Business Solutions: LG Business Solutions offers professional solutions in information display, system air conditioning, lighting and energy. As a leader in B2B innovation, LG Electronics Business Solutions aims to provide a total solution encompassing consultancy, installation, maintenance and support in collaboration with its professional business partners. Visit <http://www.lg.com/global/business>. LG Electronics gives you the opportunity to experience the latest solutions and products in their Business Innovation Center in Frankfurt, Germany. Request a virtual tour to the showroom or receive more information via bic.europe@lge.com.

About TRIAX: TRIAX is a global supplier of reliable, innovative products and solutions for the reception and distribution of video, audio and data signals. Our Products are used in homes, businesses and operator networks by broadcasters, satellite, cable and telecom operators. Our Solutions combine our hardware and software expertise to deliver value to hospitality and related markets, through a partner network of system integrators, large installers and operators. TRIAX's headquarters, production and R&D base is in Denmark. With 9 international sales subsidiaries we operate in more than 60 distributor countries. The TRIAX team consists of 260 employees and is owned by Polaris Private Equity. See www.com for further info.

Pro:Idiom® is a registered trademark of Zenith Electronics LLC

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