



Cabletime, developer of the MediaStar Evolution range of IPTV and digital media distribution solutions, names **AlhenaCom** to manage distribution of the MediaStar Evolution range of IPTV solutions in Italy.

Founded in 2008 in Modena, AlhenaCom S.r.l. specialises in delivering a value-added service to reseller partners involved in the management, distribution and display of multimedia content across all professional environments. The company delivers high levels of support to its channel and to customers and works with selected vendors including NEC, Intelix and Opticis.

"This is an important agreement for AlhenaCom, enabling us to offer a range of different solutions for encoding source SD/HD video over IP," says Marco Bompani, founder and CEO of AlhenaCom. "We were impressed by the new features now available from the MediaStar Evolution product line, and launched at ISE, in particular iVOD and the HLS live streaming facility in Media Manager, and we feel that MediaStar covers all the market demands for video distribution over the network."

The MediaStar range provides TV/AV and multimedia distribution products primarily for medium to large enterprises, which require future-proof, stable and proven solutions for live TV, corporate communications, multicasts, music TV, training and digital signage.

Cabletime will be celebrating 30 years in the industry and will be **unveiling new features and benefits to the popular Evolution Media Manager software at InfoComm**

. The new features include: new Media Portal web page access to Media Manager, wireless live streaming and iVOD Video-on-Demand.

## AlhenaCom to Head Up Cabletime Distribution in Italy

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