

## **FCC License Allows Giga Entertainment Media To Provide Access To Free Online And Licensed Premium Live Content, Social Media, And Collaboration With Individuals And Groups On Tablets And Mobile Devices Anywhere, Anytime, Simultaneously**

By

Published: Oct 14, 2014 10:00 a.m. ET

### **Opens Door to 'Ultimate Mobile TV' and Social Media Platform SIMUL SEZ, A Unique Consumer Super App to Be Launched in November 2014**

NEW YORK, Oct. 14, 2014 /PRNewswire/ -- Giga Entertainment Media (GEM) and [GIGANETTV](#), with its soon-to-be launched SIMUL SEZ, a Super App for tablets and mobile devices featuring simultaneous multi-screen, multi-stream, multi-tasking and multi-user collaboration features and capabilities, today announced that its license from the United States Federal Communications Commission (FCC) as a Multichannel Video Program Distributor (MVPD) provides consumers access to all available free TV and online content as well as non-subscription video available on the Internet – driven by personalized search engines and filters for an optimized and sharable personal digital experience – including licensed live and premium programming and free content from YouTube, and others, through the platform's embedded web browser accessing the web video library, gaming, and applications.

The unique GEM technology platform is intuitive, dynamic and scalable. It is the foundation for both GIGANETTV - the white label or B2B brand - and SIMUL SEZ, its consumer retail Super App to be released next month.

The response to GEM technology platform since its introduction at the 2014 National Association of Broadcasters (NAB) Show has been overwhelming. Executives from major TV networks were amazed at the viewing experience, especially when iPad tablets displaying the SIMUL SEZ Super App were plugged into smart televisions for large screen viewing. In addition to the rollout of the SIMUL SEZ consumer application, GEM is currently in negotiations with entities in the United States, Asia, Africa, and the Middle East to license and white label the GEM mobile-based platform, enabling access to all the features and capabilities of the technology platform and providing licensees with the ability to customize the look and feel of the interface, secure access to their audience through digital rights management and control content within the windows.

The technology allows the transmission and receipt of up to 30 simultaneous content, data, social media streams, games and applications, enabling the user to arrange, design and control their interface of viewing and communication channels by adjusting the number, size and location of windows all within one overall screen. The technology also enables users to collaborate, in real time, with individuals and groups, sharing their screens with others. The SIMUL SEZ Super App for consumers will be initially available for the iPad, followed by Android and Windows operating system versions as well as smartphones, smart televisions and other digital devices. SIMUL SEZ enables users to manage their content through voice recognition and user-friendly swiping and save multiple configured templates of selected content packages, creating an optimized, personalized, and sharable multimedia and social media experience.

"This is a disruptive technology that creates a new and mobile-based delivery and display platform for content providers and significantly enhances the viewing and collaboration experience for consumers. It is game changing and a paradigm shift for free and licensed premium live content, the appointment viewing audience, gamers, social media users and application consumers," Bryan Maizlish, CEO of Giga Entertainment Media, said.

GEM is the first licensed MVPD and linear Online Video Distributor (OVD) that also offers consumers a simultaneous multi-screen, multi-tasking, multi-stream and multi-user collaborative experience, which positions the company to provide licensed live premium programming on its unique mobile-based platform. Using the GEM technology, consumers will have the option of viewing content on their tablets, mobile devices or smart televisions. The FCC equal access programming rules mandate that MVPDs are provided equal access to all cable and satellite programming and non-discriminatory pricing. The Comcast-NBC merger was approved through the rule-making process that states that cable programming shall be made available to all MVPDs, and the FCC is evaluating expanding this to also include access to linear OVDs. GEM is now on the same footing as content distribution providers, while also empowering consumers with personalized, customized and intuitive interfaces, virtually unlimited content, with the ability to access social media and view and share screens with others - all simultaneously through multiple windows all from one device - enabling an interactive and engaging user experience that is differentiated from traditional viewing of media - at a cost-effective overhead.

The trends for wide acceptance of the GEM platform are compelling:

- The majority of consumers are watching videos using smart phones, tablets, laptops and computers as opposed to traditional TV sets
- 77% of all television viewers multitask using three or more devices while watching TV
- 68% of mobile users use a smartphone
- 63% of video subscribers own a tablet
- The FCC is mandated to provide premium live content to Multichannel Video Program Distributors (MVPDs), and is considering the same for qualified linear Online Video Distributor (OVDs).

Maizlish, a former top IT technology and services executive at Fortune 500 companies with significant tenure in the media industry as well, added, "This is the ultimate mobile-based content, social media, and collaborative experience, untethering and empowering consumers to seamlessly search for content that meets their needs. Our technology uniquely enables consumers to create and personalize a multi-dimensional visualization delivery platform anytime, anywhere while simultaneously facilitating the categorization and sharing of their favorite content and social media by subject, genre, age, gender, time, place and much more."

Maizlish concluded, "The market potential is enormous for the 'everywhere digital and licensed live multimedia content and social media experience all within the same screen.' Today's consumers are looking for a single mobile and television-enabled platform that is capable of multitasking and dynamically displaying all their preferences simultaneously, in real-time, without the hassle and time consuming routine of constantly opening and closing screens. SIMUL SEZ consumers will simultaneously combine their TV, social media and other online content selections wherever they go via an iPad and other tablet and hand-held devices, accessing, arranging and sharing content with other individuals or groups that are unique to their needs. Our technology platform is applicable to consumers as well as to government, schools, healthcare, security, real estate and other markets and sectors."

### **About Giga Entertainment Media**

Giga Entertainment Media (GEM) is a multi-media technology company that provides unique interactive viewing and communications enhancement features, such as existing live programming, VOD and movie lineups, to consumers on the Internet as well as private labeling to brands, content providers and content aggregators and their subscribers.

GEM'S most recent technological breakthrough on its dynamic game-changing platform allows real-time access to the entire web and associated video library, which includes substantial cable programming through voice recognition and user-friendly swiping viewed in an optimal personalized digital experience. GEM's advanced technology allows multitasking, simultasking and the entire range of interactive social network applications all at the same time on one device.

With its **GIGANETTV Brand** consumer-friendly entertainment service, GEM allows the transmission and receipt of up to multiple (30) simultaneous content streams, enabling the user to control the viewing and communications interfaces in real time by adjusting the size and location of viewing windows. On a single site, consumers can access live broadcasts, movies, social networks, games, applications, web search, email, text, blog, join single or multiple live personal or group chats, conference, Skype, play video games and record -- all in HD on simultaneous multiple PIP (picture-in-picture) expandable, shrinkable and movable floating screens. Users are also offered buy-now options with an advanced programming guide, scrolling, newsfeeds and alerts.

**Investors Contacts:**

Al Colucci  
Giga Entertainment Media, Inc.  
(610) 623-5420 (o)  
[alcolucci@giganettv.com](mailto:alcolucci@giganettv.com)  
[info@giganettv.com](mailto:info@giganettv.com)

Anthony Castiglia  
Giga Entertainment Media, Inc.  
(516) 622-2225 (o)  
[acastiglia@giganettv.com](mailto:acastiglia@giganettv.com)  
[info@giganettv.com](mailto:info@giganettv.com)

**Media Contacts:**

Steve Rose  
The Rose Group LLC  
(203) 329-8871 (o)  
(917) 822-9672 (c)  
[steve@rosegroup-pr.com](mailto:steve@rosegroup-pr.com)

Lee Laino  
Lee Laino Consultants, LTD  
(212) 879-1815 (o)  
(917) 767-1860 (c)  
[lee@lainogroup.com](mailto:lee@lainogroup.com)

SOURCE Giga Entertainment Media  
Copyright (C) 2014 PR Newswire. All  
rights reserved  
Copyright ©2014 MarketWatch, Inc. All  
rights reserved.  
By using this site you agree to the [Terms of  
Service](#), [Privacy Policy](#), and [Cookie Policy](#).