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Intel, Eros Take On-Demand 'Bollywood' Entertainment Worldwide

Eros's Bollywood Blockbusters Leap from PC to TVs via Intel(R) Viiv(TM) Technology

LONDON & SANTA CLARA, Calif.--(BUSINESS WIRE)--

Accelerating the availability of on-demand, broadband-delivered entertainment to PCs connected to TVs, Intel Corporation and Eros International today announced the debut of Eros's premium Bollywood service on Intel(R) Viiv(TM) technology-based PCs. Eros International is a London AIM-listed leading studio and distribution house within the Indian film industry known as "Bollywood."

Accenting the new service's availability, the companies announced plans for the pre-DVD online premiere of "I See You," a top Bollywood film within weeks of its global theatrical release.

At the Consumer Electronics Show (CES), Eros and Intel demonstrated the new service which delivers access to one of the largest and most compelling online selections of Bollywood entertainment, including high-definition movies, music videos, day and date premieres, evergreen blockbusters and timeless classics, from the Web to Intel Viiv technology-based PCs for viewing and enjoyment on large screen TVs. The Eros service will offer rental, subscription, download to own at launch and even download to burn models in the future.

"Our effort with Intel will give us the opportunity to serve an even broader audience worldwide, enter new markets and gain new revenue streams, while exploring and embracing a variety of exciting new digital distribution technologies, such as Intel Viiv technology," said Kishore Lulla, Chairman and CEO of Eros. "We are a content company that believes in empowering consumers so they can watch what they want, when they want, how they want."

"Through Intel Viiv technology and our collaboration with Eros, we're bringing the world directly into consumers' living rooms at the touch of a button," said Kevin Corbett, vice president, Intel's Digital Home Group and general manager of the Content Services Group. "Intel's goal is to accelerate the availability of broadband-delivered entertainment into every home. And, with Intel Viiv technology, we're helping to change the economics of distribution and allow more people around the world to enjoy exciting content, irrespective of their physical location."

Building on the availability of the 'Bollywood' service, Eros will debut the broadband premiere of "I See You" starring Arjun Rampal on Intel Viiv technology-based PCs within weeks of its

global theatrical release on Dec. 29 and ahead of its release on DVD.

Intel Viiv technology-based PCs powered by Intel Core(TM) 2 Duo processors deliver a best-in-class entertainment media PC experience. The technology helps connect the PC and TV, and enables consumers to access, manage, share and enjoy a growing assortment of digital entertainment, including Hollywood movies, TV shows, music videos, sports, games and more.

About Intel

Intel, the world leader in silicon innovation, develops technologies, products, and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom.

About Eros Group

Eros International plc, an integrated media and entertainment company, is a global player in the Bollywood arena. Being integrated across the value chain means Eros produces Bollywood films as well as distributes them globally through all available windows - theatres, home entertainment, television and new media channels. Eros has also nurtured a Hollywood home video market for India.

Established in 1977, Eros has three decades of market leadership in the multi billion dollar sector that is experiencing a double digit growth. Eros operates in over 50 countries with worldwide offices in India, UK, USA, Dubai, Australia, Fiji and Isle of Man. It has built a business model combining the release of 25-30 new films every year with the exploitation of a valuable film library containing more than 1,300 titles making it one of the largest content owners in the business.

Some of Eros's new media alliance partners are Intel Corporation, Comcast Cable, Movielink, Rogers Cable and RTL Holland.

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Source: Intel Corporation