

Sky+HD Continues To Push Innovation Boundaries



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Sky has announced another innovation milestone with the introduction of a new Sky+HD box that can store up to 240 hours of personal high definition (HD) television, the largest capacity HD personal video recorder in Europe.

The new [Sky+HD](#) 1TB box, so called because of its one terabyte of personal storage, offers all the benefits of a standard Sky+HD box, including access to Sky's 37 HD channels, the new HD Sky Guide, Sky+ and Sky Anytime, but with four times the storage capacity, which equates to around 100 HD movies or 740 hours of standard definition content. Sky Anytime also increases its memory size, to allow for up to 160 hours of HD content, to view on demand.

Hilary Perchard, Sky's Director of Product Management & Marketing said: "We want to offer people as much choice as possible. We know customers are happy with the storage on our standard box, but the Sky+HD 1TB will appeal to people who want to watch and store even more HD TV. Whether customers take a Sky+HD box or the new [Sky+HD 1Tb box](#), they're guaranteed a premium viewing experience that is future-proofed for Sky's 3D and video-on-demand services, due to arrive later this year."

Sky launched the UK's first national HD service in May 2006 which has since become Europe's most successful HD service. Today Sky+HD customers can watch HD channels from leading brands such as Sky Movies, Sky Sports, Channel 4, E4, Disney, MTV, BBC, Discovery, FX, Sky1 and National Geographic.

Further channels are due shortly, including Sky News HD (Spring 2010), with a view to growing the offering to 50 channels.

Details on Sky's VOD, [3DTV](#) and [Supertelly](#) services, including pricing, packaging and entitlement, will be announced closer to launch.

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Notes to editors
The new box offers one terabyte of personal storage compared to 250 gigabytes currently available

About Sky

Sky is the UK's leading entertainment and communications company, operating the most comprehensive multi-channel television service. Over 9.4 million homes - a third of households across the UK and Ireland - enjoy the entertainment, movies, news and sports channels. In delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what, how and when they watch. Almost 5.5 million customers now choose Sky+, Sky's digital video recorder, to record and store their favourite programmes and 1.3 million enjoy the picture and sound quality of Sky+HD, which offers 37 dedicated HD channels.

Sky is also the UK's fastest growing broadband and fixed-telephony provider with over 2.2 million customers taking Sky Broadband and over 1.8 million customers taking Sky Talk.

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