## Sky 3D Online Pub Finder Launches



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Sky has launched an online pub finder ahead of Saturday's launch of Sky 3D for the top of the table clash between Manchester United and Chelsea. The Barclays Premier League match kicks off at 12pm on Saturday 3 April.



More than a thousand pubs and clubs across Britain will be showing the game, with new venues being added to the pub finder daily and further venues expected to sign-up before the end of the season.

Following the game on 3rd April, Sky will show at least a further five Premier League games - to be announced - before the current season ends on Sunday 9th May as well as the Coca-Cola Football League Play-Off Finals from Wembley Stadium at the end of May, all live and all in 3D.

Sky's installers have been working hard to ensure the vast majority of pubs on the finder have been kitted out with <u>3D TVs</u> and 3D glasses in time for the match. To be sure their local is one of those, fans are advised to check with their pub before the game.

Outside of the live games, a showreel showcasing the best of <u>Sky 3D</u> - which will cover a wide range of different programming - will run on Sky 3D during selected hours of the day. This programming, which will run from launch, will also be available to residential customers who subscribe to Sky's top channels and HD pack.

About

Sky operates the most comprehensive multichannel, multi-platform television service in the UK and Ireland. More than 9.7 million homes enjoy an unprecedented choice of movies, news, entertainment and sports channels. Sky continues to break new ground with its own portfolio of channels: Sky1 combines its commitment to UK production with the best of the US; Sky Arts continues to embrace new audiences as the UK's only dedicated arts channel brand; Sky Sports is still raising the bar in sports broadcasting; and Sky News remains a pioneer in multiplatform television news.

Almost 6.5 million Sky homes now enjoy the control and flexibility of Sky+ and 2.1 million homes have already joined Sky+HD, which provides access to 37 dedicated HD channels and future innovative services like broadband-enabled video-on-demand and 3D TV.

Sky has also been the UK's fastest growing broadband and fixedtelephony provider for the last two years.

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