

The Launch Of PEO Street TV



PEO TV, the first Internet Protocol Television Service (IPTV) in Sri Lanka launched its PEO Street TV promotion effective from January 2009, beaming a wide range of entertainment options on a daily basis at 6.30 pm to 11.00 pm. This has been a huge success thus far, attracting people from all walks of life, showcasing an all-in-one entertainment solution on a large screen from its strategically located SLT VisionCom office at 60, Davidson Road, Colombo 4.

One can now experience an out of the box Personalised Entertainment Option, featuring 43 channels on all genres, such as entertainment for adults and kids, business, education, news and sports in addition to free-to-air local television stations, which include Rupavahini, Channel Eye, ITN, Derana and Max TV.

Speaking on the significance of the PEO Street TV, Thusha Weerasooriya, CEO, SLT VisionCom said, “Our aim is to attract the attention of the public that walks past our head office, and arouse their curiosity, encouraging them to walk into our modern showroom and have the unique opportunity of experiencing interactive television. Our PEO Street TV promotion, which is currently in progress has been a huge success, with a cross section of society having already visited the showroom.”

They were able to watch and experience how IPTV works as well as how to use features such as Video on Demand (VoD), Trick Play Functionality, Time Shift TV and other special features that the future of entertainment offers.

A popular feature of the PEO Street TV promotion is the Time Shift TV, where a wide variety of programmes, including the recently concluded cricket tournament between Sri Lanka and India was beamed, giving those who have missed it the opportunity to watch it. Time Shift TV gives greater flexibility to the viewer, allowing them to watch any programme at a time convenient to them.

PEO TV is available at the SLT VisionCom head office well as all 16 selected SLT Teleshops and 12 Regional Telecom Offices in the covered areas of the initial stage of expansion. It covers all major areas of Greater Colombo with the inclusion of Kalutara, Kurunegala, Kandy and Katunayake. Further services will be made available in Gampaha, Negombo, Galle, Matara, Avissawella and Ratnapura during the early part of 2009.