

Press release nr 4

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Salt Fiber customers to receive Apple TV 4K as exclusive set-top box

Salt today announced it will offer Apple TV 4K as its exclusive set-top box for customers who sign up for the Salt Fiber service, Salt's revolutionary triple play offer that includes voice, Fiber Internet, and television service. Apple TV 4K will enable Salt Fiber customers to seamlessly access Salt's live and video on demand (VOD) services.

Salt's triple play customers will be able to enjoy all of the incredible features of Apple TV 4K, which delivers a stunning cinematic experience at home. With support for both 4K and High Dynamic Range (HDR), Apple TV 4K is built on the ground-breaking A10X Fusion chip — the same chip that powers iPad Pro — and features unbelievably sharp, crisp images, richer, more true-to-life colours, and far greater detail in both dark and bright scenes. The App Store on Apple TV has revolutionised the experience in the living room with thousands of apps across categories such as entertainment, sports, news, fitness, education, kids, lifestyle and more.

Thanks to the automatic installation process of the Salt app, customers of Salt's new triple play offer can easily access Salt's entertainment offerings on Apple TV 4K. The full integration of Salt's TV and VOD services as dedicated Apple TV apps, alongside the thousands of apps in the Apple TV App Store, effectively frees customers from the need to buy, install and configure any additional devices, bringing the start of a simpler and smarter way of enjoying entertainment services in one's home.

Andreas Schönenberger, CEO of Salt Mobile, said: "We're very happy to exclusively offer Apple TV 4K as the set-top box for Salt Fiber customers. The capabilities of the Apple TV platform allows us to do things we could never do on traditional set-top boxes and maximizes the customer experience. I am really proud of the result of this cooperation."

Salt Fiber customers can also enjoy cloud-based recording of up to 500 movies and broadcasts, multiscreen viewing for up to five devices simultaneously, fast channel-switching, access to the Apple TV App Store, as well as several additional features.

For images of Apple TV 4K, please visit the Apple Newsroom.

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About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network infrastructure. Thanks to its ultrafast broadband solution called Salt Fiber, Salt provides a unique triple play service, which for the first time in Switzerland takes full advantage of the optical fiber technology by means of symmetrical data transmission rates of up to 10 Gbit/s. Salt Fiber can be combined in a gainful way with Salt's powerful Plus flat rate subscriptions - a revolutionary portfolio which, thanks to its simplicity, has already convinced more than 95% of Salt's customer base.

Salt in figures: 1,223,000 postpaid customers (as of 31/12/2017), 88 Salt Stores and 4G coverage of 98% of Switzerland's population.