



Pehla launches Sahara One TV

Pehla- Premium Asian Entertainment Television in the Middle East has launched one of India's premium channels Sahara One TV into the Pehla family to bring premium movies, soaps and serials for its subscribers. The channel is mainly targeted at the Indian viewers in the region and it will be available to all subscribers at no additional cost.

Launched in 2000, earlier called Sahara TV, the channel has been providing entertainment to its viewers in India by showcasing high-profile serials like Sahib, Bibi aur Ghulam starring Raveena Tandon, Karishma- Miracles of destiny starring Karisma Kapoor and the hit comedy series Mrs. Malini Iyer starring Bollywood siren Sridevi. Now rechristened as Sahara One TV, it will have live chat shows with celebrities like Shobha De called 'Power Trip' and a weekly opinion poll hosted by Siddhartha Basu. To boost programming, Sahara One TV has roped in well-known Bollywood filmmakers like Ken Ghosh and Sooraj Barjartya who will make serials for the channel.

[Back to top](#)

Matrixstream video on demand

Maxistream claimed the world's first 720p high definition IP DATACAST Video-On-Demand InstantVOD Platform will be demonstrated at TelcoTV Conference & Expo in Orlando, Florida November 16 to 18.

MatrixStream Technologies, Inc., will demonstrate its patent-pending InstantVOD Platform, a fully integrated end-to-end IP Video on Demand (VOD) system that supports HD and DVD quality videos.

InstantVOD is a complete package which includes server software, subscriber and content management software, billing API management system, PC viewing clients, and IP STB TV video clients with a remote control thrown in all of which is engineered to duplicate and advance the home theater experience. Additionally, MatrixStream will offer tens of thousands videos, catering to a wide range of interests such as diverse movie genres, e-learning, adult entertainment, among other themes, via the InstantVOD platform.

According to Jack Chung, CEO of MatrixStream, "The goal of our company from the start has been to design a cost effective, highly secure, scalable VOD solution that's based on open standard technology which can expand to millions and millions of IP subscribers; and as a result of our efforts we have we have proudly developed the InstantVOD platform that allows Telcos or any Broadband Provider for that matter the ability to generate revenue by instantly offering VOD to their subscribers."

[Back to top](#)

Star output deal with Emperor Pictures