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Swift TV Secures Final Approval from Netflix

Highlights

- Final Netflix approval completed following multi-year Google and Netflix certification process
- Swift TV is currently the only enterprise Connective TV product in Australia operating within Google's enterprise operator framework
- Integration combines consumer streaming access with enterprise-grade communications and operational controls

Swift TV Limited has completed the final approval stage required for official integration of the Netflix application within the Swift TV platform.

The milestone follows a multi-year development and certification process involving both Google and Netflix, including developing a Google-certified device and participation in Google's enterprise operator framework, enabling direct access to the Google Play Store through the Swift TV interface.

The approval process included extensive technical, security and user experience testing required for deployment on certified enterprise entertainment devices.

Direct access to personal streaming subscriptions is increasingly becoming an expected requirement within managed accommodation environments.

Swift TV's approved Netflix integration enables enterprise customers to deliver seamless access to consumer streaming services directly through the television interface, while maintaining enterprise-grade functionality including secure access controls, auto logout, and the ability to deliver alerts and emergency messaging over, active Netflix viewing.

Swift TV CEO Brian Mangano said: "Completion of the Netflix approval process represents a significant milestone for Swift TV and validates the platform's ability to meet the technical, performance and user experience standards required by one of the world's leading streaming brands."

"As Netflix limits support for casting, Netflix approved devices, such as Swift TV, are becoming increasingly important. Swift TV's approved integration enables operators to deliver the streaming experience end users expect, while maintaining enterprise communications, engagement and operational capability through the television."

Swift TV Ltd.
ASX : STV

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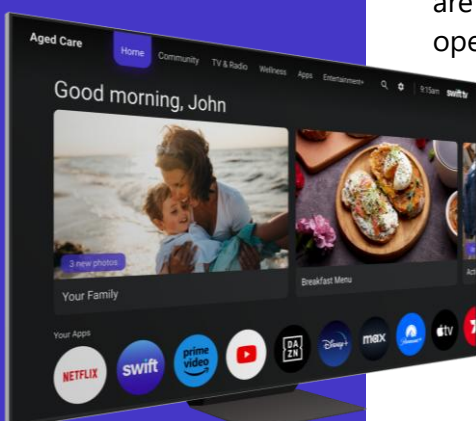
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Official Netflix integration strengthens Swift TV's competitive positioning across enterprise accommodation sectors where consumer-grade streaming access is increasingly expected by end users.

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About Swift

Swift is a technology company delivering enterprise in-room engagement and entertainment.

Swift TV, its flagship market-first all-in-one connected TV product, is designed for scalable deployment in enterprise environments such as Mining, Oil & Gas, Aged Care and Hospitality, unifying entertainment, communication and engagement while supporting integrations that optimise business outcomes.