

Beat: Technology

## Etisalat Brings travelxp HD Channel in Full 1080i to the UAE

### Leading travel and lifestyle brand

PARIS - MUMBAI, 14.07.2016, 08:48 Time

**USPA NEWS** - Celebrities Management Pvt. Ltd., one of India's foremost and long standing broadcasters and owners of the world-class and well-known travel and lifestyle television brand, travelxp HD, and Etisalat, Middle East's largest and one of the world's leading telecom operators...

Celebrities Management Pvt. Ltd., one of India's foremost and long standing broadcasters and owners of the world-class and well-known travel and lifestyle television brand, travelxp HD, and Etisalat, Middle East's largest and one of the world's leading telecom operators and TV services provider, jointly announced the launch of travelxp HD for Etisalat's eLife/e-vision customers.

Etisalat will offer travelxp HD - to its eLife and e-vision customers in the UAE, presently as a part of Asian Choice Basic package, Western Choice Basic Package and A La Carte option respectively. Travelxp HD is India's leading travel and lifestyle channel with a classic mix of path-breaking travel and lifestyle content in full high definition (1080i).

Acknowledged by Eutelsat at the UHD Innovation Partner, since over a year, travelxp has migrated its entire production work flow in 4K and is amongst one of the first to do so globally. In the Middle East, travelxp HD has appointed Mediastream FZE, a key Dubai based Media & Marketing firm specialized in Television broadcast, TV channel representation and distribution, to develop and deliver its channels over various conventional as well as new media distribution channels.

Source : Celebrities Management Pvt. Ltd.

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### Article online:

<https://www.uspa24.com/bericht-8618/etisalat-brings-travelxp-hd-channel-in-full-1080i-to-the-uae.html>

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