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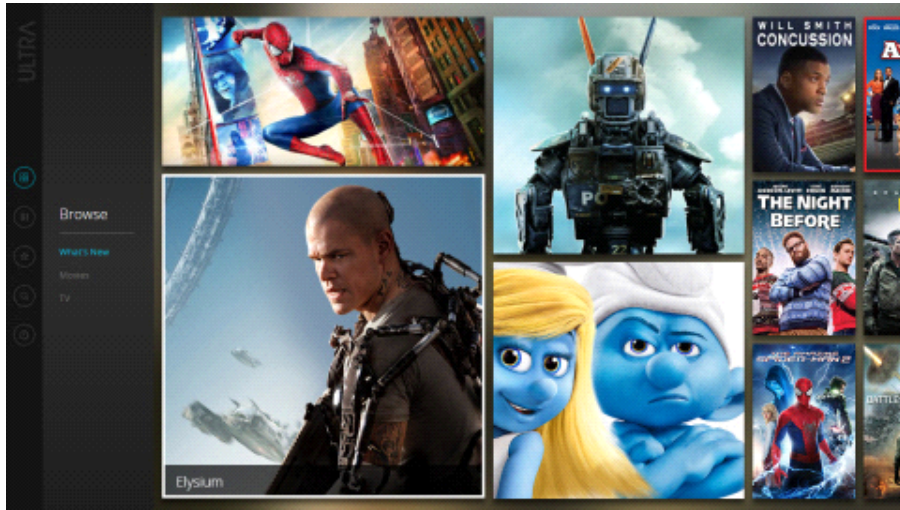
Sony Pictures Home Entertainment Chooses CSG Ascendon to Complete Cutting-Edge 4K TV Viewing Experience

Award-Winning CSG Ascendon™ Powers New Sony Ultra4K App

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG Systems International, Inc. \(NASDAQ: CSGS\)](#), the trusted global partner to launch and monetize [digital services](#), today announced that its CSG Ascendon digital services platform powers a new, cutting-edge app experience offered by [Sony Pictures Home Entertainment](#).

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160407005280/en/>



In the latest step in a multi-year relationship, Sony Pictures Home Entertainment (SPHE) has partnered with CSG to create a new service named ULTRA that allows consumers to buy and stream 4K movies and TV shows on Sony BRAVIA® 4K TVs.

With this new service, consumers will be able to browse, purchase, favorite, search and playback a broad catalog of 4K UltraHD video content including High Dynamic Range (HDR) content, available only on HDR-enabled TVs, which provides enhanced color, brightness and detail. ULTRA will also feature digital extras, an interactive media experience that offers extra features such as behind-the-scenes photos, deleted scenes and other bonus material, optimized for the TV screen.

ULTRA, powered by CSG Ascendon, allows consumers to buy and stream 4K movies and TV shows on Sony BRAVIA® 4K TVs. (Photo: Business Wire)

ULTRA is powered by Sony Pictures Store and is compatible with UltraViolet, which allows existing Sony Pictures Store and UltraViolet users to access and stream other Sony Pictures Home Entertainment movies and TV shows within the ULTRA app. Consumers can also visit the Sony Pictures Store website to redeem UltraViolet codes that will come with SPHE 4K UltraHD discs currently for sale in the U.S.

"This latest step we've taken with CSG allows us to bring new 4K video to market in a way that pairs the highest possible TV viewing quality with an intuitive and powerful consumer experience," said Jake Winett, vice president of Consumer Services and Platforms, Sony Pictures Home Entertainment. "Sony Ultra4K brings together a strong catalog of content with a portfolio of devices that creates a stunning consumer experience that is unmatched in the industry."

"The pairing of CSG Ascendon and the ULTRA Bravia app is the evolution of the customer experience - from an incredible, high resolution viewing experience to intuitive browsing, playback and more, consumers will have one-stop access to the best experience on television," said Kent Steffen, president of Global OTT Business at CSG International. "4K HDR takes video content to the next level of the viewing experience and we are honored to partner with Sony Pictures Home Entertainment to be part of video's evolution."

CSG Ascendon powers innovative digital service strategies for several market-leading studios, retailers and service providers including Comcast through [XFINITY On Campus](#); [Cineplex Entertainment](#); [ESPN](#), [Media-Saturn](#) and more. The platform overlays existing billing support systems, point-of-sale and device app stores, enabling providers to quickly launch and monetize new digital services without the need to replace existing infrastructure.

About CSG Ascendon

Ascendon is a cloud-based digital commerce platform that allows service providers to quickly create, launch, and monetize compelling offers of digital services including digital content and data across users, channels and devices. Purposefully built as a unified suite, Ascendon integrates the full scope of business operations - from product creation and sales offer, to order and activation, to revenue management and partner settlement. Ascendon is delivered through flexible delivery models, including cloud and managed services. With no investment in new infrastructure, and virtually limitless scalability, service providers can fulfill digital services that consumers are demanding now and in the future.

About CSG International

[CSG International](#) (NASDAQ: CSGS) is the trusted global partner to help clients launch and monetize communications and entertainment services in the digital age. Leveraging 30 years of experience and expertise in voice, video, data and content services, CSG delivers market-leading revenue management and customer interaction solutions in licensed and managed service models. The company drives business transformation initiatives for the majority of the top 100 global communications service providers, including AT&T, Charter Communications, Comcast, DISH, ESPN, Media-Saturn, Orange, Reliance, SingTel Optus, Telefonica, Time Warner Cable, Vodafone, Vivo and Verizon. For more information, visit our website at www.csg.com.

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