

Vidi Enhances Dashboard For Better Viewing Experience

VIDI, South Africa's premier video-on-demand entertainment service, now offers a highly-personalised viewing experience following a revamp of the VIDI dashboard.

That's according to VIDI GM: Marketing, Taryn Uhlmann, who says that the online streaming service now boasts a myriad of additional filters and search functions that together provide unparalleled functionality.

"The redesigned dashboard enables viewers to fully-appreciate VIDI's recently-bolstered content portfolio. Our new range of local television dramas, movies and children's programming is best enjoyed through the enhanced dashboard," she says. VIDI has licensed a range of local programming from the SABC, providing viewers with access to shows such as the drama High Rollers and the comedy series My Perfect Family. The platform also has lined-up locally-made movies such as Liefeling, Jimmy in Pienk, Semi-Soet, Between Friends, How to Steal Two Million and Paradise Stop.

VIDI's online video-on-demand platform is ever-expanding from its current tally of over 3 000 episodes of South Africa's favourite television shows and over 400 classic, library and new movie titles. VIDI can be accessed without any contract. A monthly subscription option for all TV series and library of movies is available at R149, while an instant rental option for the recent releases and latest blockbusters is priced from R15 to R27 per movie title. Whichever option is selected, VIDI is unique in that the service pays for viewers' data - terms and conditions apply - as long as the video streaming experience is being delivered via fixed line.

"VIDI is built for busy lifestyles. Sign up in a flash and immediately start enjoying movies in your existing device's web browser," says Uhlmann. VIDI can connect to any Internet browser on any PC, laptop, Mac, Apple or Android smart phone or tablet. In addition, there is a viewing app available and the service can also connect via browser to Smart TVs.

VIDI is the first South African online streaming service to offer both a

monthly subscription option and/or an instant rental option across one platform. It remains the most affordable video-on-demand service available in the country.

Unlike traditional TV, there is no scheduling, allowing users to pick and choose what they fancy. "VIDI takes traditional television's 'one-size-fits-all' approach and completely replaces it with an experience that places the viewer at the centre of customised entertainment," concludes Uhlmann.