

Edgeware Partners with Avtrex to Bring Ad-Insertion and Trick Play Capabilities to Web TV

LAS VEGAS – NAB 2009 – April 20, 2009 – Edgeware, the provider of revolutionary server systems for network deployed on-demand TV, and Avtrex, a leading supplier of client software for set top boxes and connected TVs, today announced their partnership to provide full interoperability for video services delivered over the Internet including, ad-insertion and trick play capabilities.

The combined Edgeware-Avtrex offering enables operators and content rights owners to quickly build a solution to deliver premium, on-demand video and TV over the open Internet where the highest Quality of Service (QoS) is necessary.

Edgeware and Avtrex's combined solution provides a true DVD-like experience with support for full interactivity including multi-speed fast-forward and rewind. Edgeware servers store only the file encoded at the normal speed to deliver trick play video 'on-the-fly' when requested by each Avtrex client. The partnership also enables advertising-funded business models via support for dynamic playlists. Adverts personalized to individual consumers' interests and needs can be inserted at appropriate places in the featured content. Pre-roll, post-roll and interstitial insertions are all supported with full trick-play functionality.

"For Internet TV and video services to move from the PC to the TV, they need to meet the expectations of a premium content service," said Joachim Roos, founder and CEO of Edgeware. "Working with Avtrex, we can deliver a cost efficient and scalable end-to-end solution including targeted advertizing and full interactivity, based on standard protocols".

Through the partnership, broadcast content is recorded in the network by Edgeware servers and delivered using open Internet protocols to set top boxes and connected televisions running Avtrex client software. Even in congested networks where TCP re-transmission is required, each Edgeware server can deliver unique streams to over 32,000 Avtrex clients at the same time. The servers consume just 85W of power, 1U rack space and require virtually no maintenance. Operational costs are dramatically reduced enabling caching of premium content at the edge and avoiding expensive core network and backhaul upgrades for Web TV deployment.

The Avtrex client software, whether in a set top box or installed directly in a network-connected television, provides sophisticated buffer management which ensures smooth operation over the Web despite varying network conditions. A development platform enables simple porting of services to new client devices and all major encryption systems for content rights protection are supported. Depending on the video rights available, delivery of content to multiple devices in a home network is also supported through the Avtrex Home Server functionality.

"Edgeware's servers, which already provided a revolutionary solution to operational cost of IPTV and video-on-demand implementations, have allowed Avtrex to create a superior user experience, while satisfying the demanding requirements of system operators and content owners with regard to content security and monetization," said Steve Francis, CEO of Avtrex.

The two companies will be showing a full demonstration of the solution at the Edgeware's NAB booth C1657.

About Edgware

Edgware is the supplier of revolutionary server systems for on-demand TV, setting new industry standards for video streaming over IP. Edgware enables Video On-Demand (VoD), Time Shifted TV, Web TV and Ad-insertion services, with unmatched scalability and at the lowest investment and operational cost on the market.

In 2006 Edgware pioneered using flash memory by launching a fully solid state flash memory based network appliance, for truly distributed deployment. By combining solid-state flash memory and hardware accelerated streaming, Edgware offers the most integrated, reliable and power efficient appliances in the industry. The systems solution includes dynamic asset propagation and management to enable highly scalable and resilient architectures with central clusters in combination with caches distributed deep into the network. Caching popular content close to the viewers means substantial savings on network infrastructure and shortened time to market. Edgware's server systems have been deployed around the globe by leading Telcos and cable MSOs, and more recently by over the top service providers.

The company is headquartered in Stockholm, Sweden, with a U.S.-based office in San Jose, California.

www.edgware.tv

About Avtrex

Avtrex, Inc, is a Silicon Valley-based start-up focused on advanced technologies for digital video recording, digital television, and home media distribution. Avtrex is a provider of embedded software whose customers are leading innovators in consumer electronics and digital entertainment. Avtrex is privately held, founded in 2001 by a team that has been working together for more than a decade. More information about Avtrex is available at www.avtrex.com.

For more information, please contact:**Avtrex**

Steve Francis
+1 408 985 8600
sfrancis@avtrex.com

Edgware PR

Nicole Hegg, VisiTech PR
+1 (303) 752-3552 x230
EW@visitechpr.com

or

Maria Leding
+46 703 580 751
maria.leding@edgware.tv

###