



Verivue Announces First Products, \$65M In Funding

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Having raised \$65 million in venture capital while in stealth, Verivue Inc., a maker of network switches for easing the delivery of on-demand video, has announced its first products.

Verivue takes a "network-centric" approach to its media storage and delivery system, by using network switches to deliver streaming video, rather than servers.

There are three main components to the company's approach. It uses solid-state storage to speed up access to information and keep energy costs low, since there are no moving parts; its system uses intelligent content delivering, acting like a content delivery network by pushing the most popular content to the edge of the network and keeping the less popular content in the core to maximize bandwidth and storage; and it can deliver video to any type of device, regardless of the different protocols used by each, said Jim Dolce, the company's chief executive.

The company raised its first round of capital in April 2007, with a \$25 million round co-led by Matrix Partners and Spark Capital. More recently, it raised a \$40 million Series B led by Comcast Interactive Capital, with participation from new investors Accel Partners, Arris Group Inc. and North Bridge Venture Partners, and with additional investments from Spark and Matrix. Dolce declined to disclose the valuation.

As on-demand video continues to grow, communications companies are forced to find a more scalable method of delivering video to the numerous devices that now support streaming video, such as set-top boxes, gaming consoles and mobile devices, Dolce said.

Verivue plans on having its MDX 9000 series of products on the market by the end of the second quarter. The equipment will be sold to cable operators, telecommunications companies and content delivery networks, Dolce said.

Verivue has 85 employees. Its board of directors includes Todd Dagues of Spark Capital, Paul Ferri of Matrix Partners and Louis Toth of Comcast Interactive.