



News Release

VERIVUE FORMED TO ADDRESS THE RAPID GROWTH OF IP VIDEO

Verivue Introduces its Flagship Product: The MDX 9000 Series Media Distribution Switch

Westford, MA (March 2, 2009) – Verivue, Inc. today announced a major advancement in IP video distribution and delivery with the introduction of the Verivue MDX 9000 Series Media Distribution Switch (MDX 9000). The MDX 9000 Series offers Telcos, Cable Operators, and Content Delivery Networks (CDNs) an innovative, network-centric approach to video service delivery. It is the first media storage and delivery system built on a network platform, designed to deliver content anywhere, anytime, on any device.

The growth and popularity of digital media has created a whole new set of opportunities and challenges for network operators. According to ABI Research, more than one trillion videos will be streamed worldwide in 2013, up from 32 billion in 2006. Delivering large files at high bit rates from ever-expanding content libraries drives rapid and unprecedented growth in video traffic. Traditional server-based delivery methods are becoming less effective, more costly and only exacerbate the network connectivity problem.

"With the convergence of Telecom, Media and the Internet, operators are faced with delivering more content across more devices at home and on the go," said Frank Dzubeck, president of Communications Network Architects. "Verivue has identified the unique challenges associated with this trend and responded with an important new platform for operators to evaluate as they plan for this surge of IP-based content."

Modeled after the blade server concept, the MDX integrates servers, storage, networking and applications into a unified platform. Its modular design offers a true

(more)

Verivue/2

alternative to sprawling racks of servers, hard disk drives, network adapters, cables and supporting LAN switches cluttering already overburdened data centers. The MDX features a series of hardware and software innovations, including:

- VueStor™ Solid-State Storage

One of the many Verivue innovations is its VueStor solid-state storage subsystem, a fully integrated shared storage solution built directly into the chassis. Based on Flash Memory technology, VueStor has no moving parts, resulting in an energy efficient storage solution that offers significantly higher streaming performance when compared to hard disk drives or conventional Solid State Drives (SSDs).

- Intelligent Content Distribution

Individual MDX nodes can be networked together over an IP backbone to operate as a content distribution network (CDN). Each node cooperates with others to dynamically move content to achieve the optimal balance between bandwidth, storage and performance. Pushing popular content to the network edge, for example, decreases the load on the backbone, freeing up capacity and lowering delivery costs.

- Seamless Multi-Screen Convergence

Delivering video to a broad range of devices comes with enormous technical challenges. Digital televisions and set-top boxes, along with personal computers, game consoles, mobile phones and other networked consumer electronics devices support an assortment of transport protocols and container formats. Conventional media delivery products require separate servers for each protocol, leading to server sprawl. The MDX supports multiple video transport protocols and container formats from the same “universal” network interface, eliminating sprawl and enabling operators to converge to a common infrastructure for media distribution and delivery.

- Green Design Advantage

Power consumption and heat dissipation are two critical issues facing operators today. The MDX was designed for improved energy efficiency, offering substantial

(more)

Verivue/3

reductions in power, cooling and space when compared to commodity rack-mount server approaches. Of course, power and space savings translate into a tangible reduction in Total Cost of Ownership (TCO).

“As demand for IP video continues to escalate, a media distribution platform that provides scalable, seamless support for TV, PC and mobile subscribers becomes essential for network operators,” said Jim Dolce, CEO of Verivue, Inc. “The MDX 9000 represents an entirely new product category born through innovation and necessity, with explicit focus on helping operators address the challenge of video service delivery.”

The high-capacity MDX 9200 is the first platform to be introduced in the MDX 9000 Series. The MDX 9200 provides scalable capacity for thousands of video streams, making it the ideal media distribution switch for high-capacity video head offices and data centers. Its modular chassis features a media fabric that operates from 20 to 200 Gbps, supporting from 2 to 24TB of storage in a compact 14-RU package. Interface options include 10 Gigabit Ethernet and 1 Gigabit Ethernet. MDX 9200 availability is planned for the second quarter of 2009.

About Verivue

Headquartered in Westford, MA, Verivue, Inc. develops and markets high-performance IP platforms that enable network operators to distribute, deliver and manage enormous amounts of IP-based media traffic across a growing and diverse number of end devices. The Company offers solutions for Internet video, cable video and IPTV applications. Additional information about Verivue products and services can be found at www.verivue.com.

###

For more Information: Tom Rosenstein
Verivue
1-978-303-8073
trosenstein@verivue.com

John Coulbourn
Ipswich River Media
1-508-277-7356
john@ipswichrivermedia.com