

Press Release September 13, 2008

Edgeware Announces first Commercial Deployment of its New Web TV Solution

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Edgeware, the supplier of revolutionary server systems for On-Demand TV, today announced the first commercial deployment of its new Reflex™ 2x Web TV server with Maxisat, a leading Finnish provider of complete solutions for digital TV and broadband services.

Edgeware's Reflex™ 2x solid-state servers deliver up to 32,768 concurrent video streams over the public Internet and can be co-hosted close to consumer premises, as they occupy a mere 1U of rack space, consume a maximum of 85 Watt of power and require minimal maintenance. These unsurpassed characteristics allow for dramatic reductions of system OPEX, as well as simplifying and accelerating project roll-out.

Maxisat has developed IPTV services since the year 2000. Maxinetti Multi connections have been the first in Finland to provide households with the possibility to receive TV services through a broadband connection. Maxisat is using Edgeware Reflex™ 2x servers to extend the reach of their services to customers outside of these networks. Initially they will ingest their high quality, multicast TV channels and enable live delivery over the public internet to new subscriber's TVs and PCs. Coming service enhancements will also include nPVR and VOD.

Jon Haley, Director of Business Development at Edgeware said: "Extending the reach of successful IPTV services beyond closed networks can provide significant additional revenue flows and also profitability via economy of scale. Delivery however must be based on a highly scalable platform that can be deployed without linear cost growth. Expansion of Maxisat's services via the Reflex™ 2x platform achieves this goal."

J-P Hela-Aro, Development Manager at Maxisat Ltd commented: "Basing the roll out of our new Web IPTV service on Edgeware's new product was an obvious choice for Maxisat as our current IPTV services are based on their servers. With the Edgeware platform, we know that we can deliver reliable QoS and can scale this economically."

See the demo at Edgeware's Booth (IP241) at this year's IBC Show.

About Edgeware

Edgeware is the leading supplier of revolutionary server systems for TV services over IP, providing unique technology with unmatched cost efficiency.

Addressed applications include Time Shift TV, VoD, nPVR and Ad Insertion for cable and telco deployments, as well as Web TV applications for CDNs and video service providers.

By combining solid-state flash memory and hardware accelerated streaming, Edgeware offers a radically different approach to server architecture. The system solutions include dynamic asset propagation and service management, enabling fully distributable and scalable platforms that dramatically reduce investment and operational costs.

For more information, please visit www.edgeware.tv

About Maxisat

Maxisat is a Finnish based technology company. Maxisat is offering a wide variety of IPTV and Internet-tv related services for consumer, operators and business customers. Maxisat launched Finland's first commercial IPTV service 2001 and continued as an independent broadband and IPTV operator in 2004 with a brand name Maxinetti. Year 2007 Maxisat started to deploy IPTV based Digital Signage systems and is currently one of the industry leaders in Finland. Maxisat employs 65 people and has a turnover of 8M€.

For more information, please visit www.maxisat.fi / www.maxinetti.fi

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