

Edgeware and BNI Video Partner to Bring Advanced Video Delivery Solutions to Network Operators

*Integrated solution enables operators to easily and profitably deliver
linear and on demand content to multiple screens*

London (IPTV World Forum) – March 22, 2011 (Booth #167) – Edgeware, a leader in distributed video delivery solutions, and BNI Video, a leading developer of advanced video management software solutions, today announced a joint collaboration to deliver integrated solutions to operators that will allow them to quickly take advantage of new revenue opportunities by extending service offerings to Internet-connected devices.

The collaboration will bring together BNI Video's software products, the Evolution™ Video Control Plane and Evolution CDN Service Manager, with Edgeware's distributed video delivery network architecture to provide a single, integrated solution that gives providers all the tools they need to evolve from traditional set-top box delivery to video-enabled and IP-connected devices.

BNI's video control plane provides the foundation that allows operators to extend their services to incorporate different forms of content from multiple sources. The company's flexible, intelligent software gives VSPs the functionality and control they need to deploy video and other next-generation services to any end point more easily, quickly and reliably than ever before. This results in reduced operational costs and complexity, expanded monetization opportunities, and more compelling end user viewing experiences.

With the integration of Edgeware's distributed video delivery network architecture the solution will provide a complete and unified approach to video delivery by bringing together the key elements in a single distributed video delivery network framework, including purpose-built hardware, demand-based asset propagation and advanced session management tools, time-shift services and excellent Quality of Experience.

"BNI Video has already marked a great success helping operators transition to IP networks and compete in the rapidly changing marketplace," said Joachim Roos, Edgeware's chief executive officer. "The combined solution takes it up a notch, allowing our mutual existing and prospective customers meet the growing subscriber demand for accessing content on any device."

"Edgeware's technology has been adopted by many large operators around the world," said Conrad Clemson, CEO of BNI Video. "Edgeware's highly scalable solution complements our products and together, we will enable operators to achieve a level of control, management and scalability they need to successfully deliver, manage and monetize video services."

About Edgeware

Edgeware is the technology leader in distributed delivery systems needed for a new era of "anytime, anywhere" TV and video. Edgeware's next-generation purpose-built appliances and integrated systems enable operators and carriers to cost-effectively grow their TV and video services and scale them across their network to an increasing number of users on

any device. Founded in 2004, Edgeware is headquartered in Stockholm, Sweden, with a U.S. office in San Jose, California. For more information, please visit www.edgeware.tv.

About BNI Video

BNI Video is a developer of software solutions that provide the critical intelligence and control that video service providers (VSPs) need to easily, reliably and profitably deliver content to their subscribers wherever they are, on whatever devices they are using. BNI Video's Evolution™ software products empower VSPs by giving them a more sophisticated, intelligent, holistic way to view, manage and monetize their video networks and assets, while staying ahead of the evolving demands of subscribers. Led by well-known industry veterans and backed by world-class investors and partners, BNI Video is helping today's VSPs compete successfully in tomorrow's video world. For more information, visit www.bnivideo.com.

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