

**Press Release March 26, 2009**

## **Edgware and SmartLabs LLC Enter Partnership for Russian Market**

**STOCKHOLM, SWEDEN and MOSCOW, RUSSIAN FEDERATION – March 26, 2009 – Edgware AB, the provider of revolutionary server systems for network deployed on-demand TV, and Smartlabs LLC, a leading provider of service delivery platforms for interactive digital TV, today announced a partnership where SmartLabs will offer Edgware’s products to Russian Service Providers in combination with SmartLabs platforms for interactive digital TV.**

With this agreement, Edgware will be able to efficiently address the fast growing Russian IPTV market and provide its highly scalable and cost efficient on-demand server technology for applications such as time shifted TV and video-on-demand. The joint solution is already in advanced trials with leading service providers in the country.

*“Our core strategy is to grow our business by leveraging strong partnerships on the various markets. In SmartLabs we were successful in finding a well established and respected partner and channel, that will help us build what I believe will be a significant footprint in Russia.” says Joachim Roos, CEO and founder of Edgware AB.*

Unique to the industry, Edgware’s flash memory-based server appliances and intelligent asset distribution system allows popular content to be cached in the network edge, close to the viewers. By bypassing system bottlenecks and saving core bandwidth, this solution enables advanced on-demand services to be deployed and seamlessly scaled within existing networks – without the need for costly network upgrades.

Edgware’s industry-leading flash memory-based network server appliances bring a number of additional benefits to operators, such as carrier grade reliability, 99 percent energy savings and the highest stream density on the market – 20 Gbps from a single, half rack depth, 1U box.

SmartLabs LLC offers service delivery platforms for interactive digital television (IPTV, DVB, hybrid, satellite, Internet TV), innovative client applications and revolutionary fast and animated user interfaces for STBs to IPTV and digital TV Service Providers.

SmartLabs’ key platform – SmartTUBE SDP – a converged service delivery platform for interactive television over fixed (IPTV, DVB, hybrid) and wireless (DVB-H, 3G, Wi-Fi, WiMax, etc.) networks with TV broadcasting, PPV, PVR/nPVR, VoD/nVoD, IM, and other services.

SmartTUBE UI client applications are based on a popular animation and graphical engine and supports a wide range of client devices (STBs, mobile phones, media centers, etc.) and is integrated into SmartLabs client application framework – a powerful development environment which has all typical TV user interface objects (windows, menus, lists, etc.), animation templates (motions, movements, object behaviors, etc.) as well as typical client-server interoperability mechanisms (i.e., EPG and VoD content data exchange, available services, etc.). Once created, the UI might be easily transferred to different end-point devices. It allows to move UIs to any new device within one technology (say, IPTV), and it also allows to build hybrid solutions (IPTV, DVB, 3G, Wi-Fi, etc.) assuming that subscribers will use the same interface experience regardless ways they have to access services.

*“We see that Edgware’s newest content distribution flash memory-based network server appliances supplement our solutions for IPTV Service Providers when they need fast, reliable and cost-effective distributed video streaming platform” says Mikhail Grachev, CEO of SmartLabs LLC.*

## 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.

*Edgware is nominated for the 2009 IPTV World Series Awards in two categories: "Best On-Demand Technology for IPTV" and "Best Internet TV Technology/Solution". These solutions will be showcased at IPTV World Forum in London, March 25-27, Booth 226.*

[www.edgware.tv](http://www.edgware.tv)

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## About SmartLabs LLC

SmartLabs LLC is a leader in service delivery platform (SDP) for interactive digital television (IPTV, DVB, hybrid, satellite, Internet TV), innovative client applications and user interfaces for STBs. SmartLabs LLC is a part of ITG group of companies.

For additional information, please contact [pr@smartlabs.tv](mailto:pr@smartlabs.tv).  
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