

## Teleste and Edgeware Showcase Complete, Integrated Video on Demand (VoD) Solution for Cable Operator Networks at ANGA Cable Show

***Combined solution demonstrates the ability to create premium chargeable services delivered over cable to the customer's television, with the ease of use of ordering via PC, Mac or smart phone and references real life implementation at Turku Cable in Finland***

COLOGNE, Germany – 4 May 2010 – Teleste, a leading technology provider of broadband video and service platforms and Edgeware, the technology leader in distributed video delivery, today announced that at the ANGA Cable Show they are demonstrating a complete integrated Video on Demand (VOD) solution for cable operators looking to expand their subscriber services into on-demand services while preserving investments in their existing networks.

This solution, enabled by the Teleste MyCast platform, manages the end-to-end service by handling content, integrating with conditional access and subscriber management systems, and providing the user interface with an easy-to-use VoD portal. Teleste Mycast also provides VoD playout control by managing the cable network resource utilisation, i.e. video channel allocation.

Key to the successful implementation of the service is Edgeware's Orbit-2X distributed video server. From the server the video is streamed over cable to the customers' television. The commands from consumer's personal computers and smartphones are mediated through Teleste MyCast to the video server.

In Finland, a local cable operator Turku Cable has already deployed this solution. The company started a VoD test distribution in its cable TV network in the Turku area. When fully implemented, the service will be extended to all cable TV homes connected to Turku Cable network.

"We are very happy to offer our customers a solution which does not require expensive new equipment, but is easy and affordable to use," said Samuli Salanterä, CEO for Turku Cable after seeing the value in the solution enabled by the Teleste's and Edgeware's technology.

We both are pleased to present this complete and integrated solution for the cable operators based on our expertise in video on demand systems components and Edgeware's leading distributed video server technology," said Jukka Rinnevaara, CEO for Teleste. "We believe, that we really can help operators to kick off a new business offering premium services to the TV based subscriber."

"Cable operators around the world constantly need new service offerings to add additional value for their subscriber base," said Joachim Roos, CEO Edgeware. "Teleste has done an excellent job of bringing together all of the elements in a single integrated solution that is already showing traction in this highly competitive and fast moving market."

The solution will be showcased in Teleste's Booth E19 at **ANGA Cable**, Cologne, Germany, May 4-6.

For more information please go to [www.teleste.com](http://www.teleste.com) or [www.edgeware.tv](http://www.edgeware.tv)

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### About Teleste

Teleste is an international technology group founded in 1954, which is specialised in broadband video and data communication systems and services. The group is active in two business segments, Video and Broadband Solutions and Network Services; in both fields, we are among the global leaders. Video is at the core of our business activities, with a focus on the processing, transmission and management of video and data for operators and public authorities who provide multiple video-related information, entertainment and security services to end-users. Video and Broadband Solutions business segment has the emphasis on product solutions for broadband access networks, video service platforms and video surveillance applications. Network Services segment deliver comprehensive network service solutions including new construction, rebuilding, upgrading, planning and maintenance services of cable networks. In 2009 the group's net sales totalled EUR 142 million and the group employed 1260 persons at the year-end. The company has approximately 30 offices world-wide and over 90% of Teleste's net sales are generated outside Finland. The company is listed on the NASDAQ OMX Helsinki Ltd. [www.teleste.com](http://www.teleste.com) for more information.

### 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](http://www.edgeware.tv).