

## Edgeware and Inlet Partner to Deliver Adaptive Streaming

**AMSTERDAM – Sept. 11, 2009 (IBC, Booth # 4.A59 and IP513) – Edgeware AB and Inlet Technologies today announced interoperability between Edgeware’s Web TV servers and Inlet’s Spinnaker™ live streaming appliance for the delivery of Microsoft® Smooth Streaming and Apple Live HTTP Streaming video over the Internet.**

To compete for advertising dollars against traditional broadcast television, Web TV and video service providers need to deliver high quality, interactive viewing experiences to multiple devices – not just PCs and Macs but HD televisions, mobile phones and new Internet connected devices. Delivering these so called “360° Content Experiences” requires video encoding and delivery techniques that not only adapt to the decoding capabilities of the device but also varying levels of congestion in the network. Adaptive streaming does exactly this, dynamically adjusting the bit rate based on these parameters. Microsoft® Smooth Streaming and Apple Live HTTP Streaming are two variants that use standard Internet protocols for delivery, providing a wealth of scalability, cost and management benefits for network operators.

Inlet’s Spinnaker encoders can provide up to 4 simultaneous streams per encoder from the same input channel, each with different bit rates. Spinnaker can also segment these encodes and provide the required Microsoft® and Apple indexing needed for selection of the appropriate bit rate. Inlet’s patent pending technology allows the encoders to be in sync down to the frame level, which is a requirement for smooth transitions across streams from different physical encoders. Inlet’s Spinnaker Management Console can configure, synchronize, manage, and monitor multiple Spinnakers.

Edgeware’s WTV server system is the most cost effective and flexible platform for distribution of this adaptive content, delivering up to 32,000 concurrent streams with up to 6 TB of built-in storage for time-shift or video on demand and requiring the lowest power, rack space and maintenance on the market. The servers can either cache and deliver popular Microsoft® and Apple adaptive streaming segments or in the case of Apple, they can cache complete, synchronized encodes which are segmented and indexed by the server “on-the-fly”.

The two companies have focussed initial interoperability on Microsoft® and Apple adaptive streaming due to the enormous distribution benefits. “We are really excited to be working with Inlet who have pioneered encoding in these highly scalable formats” said Jon Haley, VP Business Development from Edgeware.”

”Caching and distributing these adaptive streaming protocols using Edgeware’s servers provides the cost effective scalability needed to deliver premium TV and video services on the web” said John Bishop, SVP Strategy and business development from Inlet”

*Product demonstrations can be seen at IBC2009 in Amsterdam September 11-15, at the Edgeware stand (Hall 4, stand A59) and at the Inlet stand (IPTV Zone, stand 513).*

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### **About Edgeware**

Edgeware's revolutionary server solution paves the way to the all-on-demand TV future by offering native support for on-demand TV, and by addressing the bandwidth challenges driven by these services.

The Edgeware solution enables Video On-Demand (VoD), Time Shifted TV, Live Webcasting, Web TV and Ad-insertion services, with unmatched scalability and at the lowest investment and operational cost on the market.

In 2006, Edgeware launched the world's first solid state flash memory server. By pioneering the use of flash memory, combined with hardware accelerated streaming, Edgeware offers the densest, most reliable and power efficient video servers in the industry. Bandwidth and QoS issues are cost-efficiently eliminated through intelligent content caching close to the viewers. This system is seamlessly scaled by adding servers in the network where they make the most economical sense.

The company is headquartered in Stockholm, Sweden, with a U.S.-based office in San Jose, California. For more information about Edgeware, visit [www.edgeware.tv](http://www.edgeware.tv).

### **About Inlet Technologies.**

Inlet Technologies' live and on-demand digital media solutions help their customers build intelligent, robust digital media infrastructures. Inlet's industry expertise, award-winning products and outstanding support enable content owners and distributors to expand their audience and maximize their content's value. Inlet provides the industry's fastest time-to-output, sets new standards for quality, and is the first to reach new platforms and screens. Industry leaders such as Major League Baseball, Microsoft, Yahoo!, France Télévisions and Home Shopping Network rely on Inlet for easy implementation, technical prowess and enterprise scale for their mission critical operations. For more information, please visit [www.inlethd.com](http://www.inlethd.com). Follow us on Twitter at InletTech.

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