

Press Release March 24, 2009

ioko Verifies Edgeware Web TV Performance Claims

STOCKHOLM, SWEDEN – March 24, 2009 – Edgeware announces that digital media systems specialist, ioko, has recently completed a successful lab trial with the Edgeware Web TV server. This trial was part of ioko's assessment of caching and serving technologies for a range of new web video distribution services.

Edgeware's Web TV Servers cache and deliver up to 32,000 concurrent video streams over the open Internet and can be cost effectively distributed in operator networks or co-location facilities as they require just 1U form factor, max 85W power and virtually no maintenance.

Using hardware acceleration and flash memory for storage enables Edgeware to guarantee predictable video delivery performance that scales far beyond current competition. As part of their evaluation, ioko successfully conducted extensive load testing of the server in their UK labs where performance was found to scale deterministically even across a wide spread of assets.

Liz Frost, VP Professional Services at ioko commented "...our clients view us as trusted advisors in evaluating, recommending, implementing and running platforms that will support them now and in future, and so our hands on evaluation of new technology under load conditions is absolutely key for us. Testing has assured us of the scalability under load, and we look forward to exploring future use of the technology with Edgeware."

Jon Haley, VP Business Development at Edgeware added: "As ioko is such a respected technology specialist in the web video market, having them evaluate our server and verify our performance claims was an obvious choice."

Edgeware's Web TV Server is nominated to the "Best Internet TV Technology/Solution" at the 2009 IPTV World Series Awards, and will be showcased at IPTV World Forum in London, March 25-27, in Booth 226.

About Edgeware

Edgeware is the supplier of revolutionary server systems for on-demand TV, setting new industry standards for video streaming over IP. Edgeware 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 Edgeware 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, Edgeware 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. Edgeware'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.

For more information, please contact:

North America:

Nicole Hegg, VisiTech PR
+1 (303) 752-3552 x230
EW@visitechpr.com

All other markets:

Stephen Hooley, Emmett & Smith
+44 207 819 4800
Stephen.Hooley@emmettandsmith.com

Maria Leding
+46 703 580 751
maria.leding@edgeware.tv