

Press Release September 3, 2008

Edgeware Announces Highly Disruptive Web TV Appliance

STOCKHOLM, SWEDEN – September 3, 2008 – Edgeware announces the Reflex™ 2x, a revolutionary new server that dramatically reduces the cost of delivering web TV and video services. Based on the highly successful Edgeware solid-state server technology, the new product reduces co-location, power and rack space costs for content delivery networks (CDNs) and service providers by as much as 90% when compared to nearest competition.

The opportunity to instantaneously reach a single global audience via the World Wide Web is a very attractive proposition for providers of popular premium content whilst for generators of niche content it provides the only cost effective medium for reaching their audience. However, outside of the service providers controlled networks, video packets compete with all other traffic on an equal basis giving rise to severe delivery issues. The solution is to distribute dedicated devices across networks that can intelligently cache and rapidly deliver rich-media content according to demand – providing quality of service regardless of congestion.

Traditional video storage architectures have often been restricted to use in centralised data-centers due to the significant cost of ownership associated with the maintenance of disk arrays, their size, which drives high shelf leasing costs and their power consumption. Disk system bottlenecks and hotspots in distributed commodity servers often result in unpredictable performance as viewing patterns change, often all too rapidly in web TV. These servers also require routers and switches for load balancing and connection to the network.

Reflex™ 2x addresses these issues. Taking just 1U of rack space (1/2 depth) it delivers 32,000 concurrent video streams and stores up to 6TB of content. Use of flash, non-volatile memory instead of disk drives makes it practically maintenance free and it requires just 85W power when fully configured. A network of servers can, for the first time, be economically co-hosted close to consumers for caching a delivery of premium content. When combined with the Origin™ centralized management and the Convoy™ intelligent asset propagation system, this enables delivery of a totally deterministic and scalable video delivery service.

“Service providers are evolving their digital content delivery architectures to meet the exponential increase in demand for online video, while striving to hold down the associated growth in cost for content storage, streaming and management. The choice of distributed content distribution architectures to scale on-demand service delivery and mitigate IP traffic congestion over the unmanaged Internet is simplified with Edgeware’s Reflex™ 2x Web TV appliance. By leveraging solid state technology, Edgeware enables service providers to optimize their video streaming deployments and cost-effectively deliver differentiated offerings by reducing video server footprint, power consumption and management,” says Yoav Schreiber, Senior Analyst for Digital Media Infrastructure at Current Analysis.

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About Edgware

Edgware is the leading supplier of revolutionary server systems for TV services over IP, providing unique technology with unmatched cost efficiency.

Addressed applications include Time Shift TV, VoD, nPVR and Ad Insertion for cable and telco deployments, as well as Web TV applications for CDNs and video service providers.

By combining solid-state flash memory and hardware accelerated streaming, Edgware offers a radically different approach to server architecture. The system solutions include dynamic asset propagation and service management, enabling fully distributable and scalable platforms that dramatically reduce investment and operational costs.

For more information, please visit www.edgware.tv

The Reflex™ 2x web TV appliance will be shown at IBC2008 in Amsterdam, September 12-16, in Booth IP241.

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