

Edgeware Selected by Ucom to Deliver Advanced On-Demand TV Services in Armenia

Edgeware platform used to bring nPVR and VOD services to untapped market

STOCKHOLM, SWEDEN – September 8, 2009 – Edgeware, the provider of revolutionary server systems for on-demand TV, today announced that Armenian service provider, Ucom, deployed Edgeware’s industry-leading Orbit-2X video server platform to drive Armenia’s first IPTV service.

Edgeware’s Orbit-2X video server platform features built-in capability to record live TV channels, enabling Ucom’s IPTV infrastructure to deliver advanced on-demand services, including network Personal Video Recording (nPVR) and Video-on-Demand (VOD).

“Delivering the country’s first IPTV deployment that includes nPVR, Ucom has clearly taken the lead in providing innovative and exciting services to the Armenian market,” said Mikael Samuelsson, VP channel sales of Edgeware. “Edgeware’s success with Ucom is a direct result of the cooperation with one of our strategic global OEM partners to enable advanced on-demand TV services.”

Ucom’s IPTV solution is delivered by Ericsson, the world’s leading supplier in telecommunications. Edgeware’s video servers are an integral part of Ericsson’s end-to-end IPTV offering.

“We chose Ericsson’s market-leading solution, where Edgeware video servers are key components, for the efficient and reliable delivery of our advanced TV services,” said Hayk Yesayan, Director of Ucom. “The launch of our IPTV offering marks an important step in increasing Ucom’s footprint on the Armenian market.”

Edgeware’s platform ensures efficient and reliable delivery of advanced services and offers the most scalable and efficient on-demand video delivery system in the industry. Each Orbit-2X server streams 20 Gbps of video to 16,000 concurrent users from just one half depth rack unit, while consuming less than 85 W of power and requiring virtually no maintenance.

About Edgware

Edgware'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 Edgware 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, Edgware launched the world's first solid state flash memory server. By pioneering the use of flash memory, combined with hardware accelerated streaming, Edgware 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.

www.edgware.tv

About Ucom

Ucom (Universal Communications) provides a wide range of high-performance services for the Armenian telecommunications market to meet the growing demand from both enterprises and consumers. The company has established a broadband network covering Yerevan, the capital of Armenia.

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