

Edgeware Equips Danish SmileTV for new On-Demand TV Services

STOCKHOLM – March 24, 2010 – Edgeware, the technology leader in distributed video delivery, today announced that Danish operator, Smile Content, has deployed a next-generation distributed video delivery system from Edgeware to power its newly launched Catch-Up and Restart-TV services.

The challenge in deploying TV on demand services is that viewers tend to use the service to a much larger extent than they consume more traditional VoD services. Significantly more bandwidth is needed for Restart and Catch-Up TV and this requires a delivery platform that cost-efficiently scales. Edgeware's distributed delivery solution was specially developed to power new interactive TV services without the escalating costs of increased network capacity.

"Following a competitive market review, Edgeware stood out as the most scalable solution, offering the only video delivery platform that could be cost-efficiently distributed across our fibre network," says Aage Kudsk, CTO, Smile Content. "We were also impressed with their ability to quickly and easily deploy the solution."

"Smile Content is an innovative service provider, developing content and service offerings tailored to the high speed FTTH networks," says Tim Bray, channel sales director of Edgeware. "We are happy to provide a platform that gives them the flexibility and scalability to support their service not just today but going forward."

Smile Content is Denmark's fastest growing provider of triple-play services delivered over fibre-optic networks and works in close collaboration with a number of fibre network operators. With the move to Edgeware's new platform, the SmileTV service has been enhanced with attractive TV on-demand features. The new Catch-Up and Restart-TV services enable Smile TV's viewers to restart the ongoing programs on 12 of the most popular TV channels and to access content from 7 premium TV channels up to 30 days after it's been broadcast.

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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.

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About Smile

Smile Content A / S has existed for nearly three years and provides triple play services - TV, telephony and internet - nationwide through agreements with 16 fiber network. Smile Content A / S have more than 35,000 customers and employs 35 in Aarhus.