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FOR IMMEDIATE RELEASE:

Verismo Networks Introduces World of Online Videos to your TV

Unveils VuNow Platform at NewTeeVee Live Conference - consumers can now watch millions of free online videos ***directly on the TV*** instead of the PC

Mountain View, CA, November 13, 2008 – *Watch the world on your television.* Verismo Networks' VuNow™ [Internet TV](#) platform is redefining the home [television](#) experience by bringing millions of free [internet videos](#) around the world directly to your TV -- all of this without a computer. The company is unveiling its innovative palm-sized VuNow PoD today at NewTeeVee Live, the premier event for the online [digital video](#) industry, held in San Francisco.



According to a recent report from comScore, Americans watched over 11 billion [online videos](#) during July 2008. VuNow brings that experience directly to the TV without a computer in the middle. Users simply connect the PoD to the TV like a DVD player and within minutes they can begin enjoying the most comprehensive selection of [Internet content](#) right on their TV with a click of the remote.

“Online video is exploding, sparking a major paradigm shift in the way digital entertainment is created, delivered, marketed, and consumed,” said Prakash Bhalerao, CEO of Verismo Networks. “We’re excited to be playing a leadership role in this new territory. Our VuNow platform is the first solution that allows consumers to watch and enjoy any content from the web right on their television, without having to worry about connecting a computer in between.”

Verismo’s VuNow is the only solution that provides everything a consumer wants - access to the broadest online content, simple to use, ease of installation, compact size,
- all at an affordable price.

VuNow features include:

- Delivers HD quality with a TV-friendly user interface
- Small size, easy to install, easy to connect with WiFi or Ethernet
- Watch YouTube™ videos plus direct access to videos from other popular video sites
- Search for video content from thousands of websites
- Movies and TV shows
- Live TV from around the world
- Access to personal media (videos, photos, music)

The versatile features of the VuNow platform and Verismo's open business model have generated significant interest among Content providers who want to add content, as well as among large Consumer OEMs, Content aggregators, Telco equipment companies, and Internet Service providers who plan to deploy their own differentiated versions of VuNow based products. The company also plans to sell the VuNow PoD online directly to consumers by December 15, 2008.

About Verismo Networks

Verismo's VuNow platform transforms the TV set into a powerful multi-media hub with an unbelievable level of choice and ease in accessing digital entertainment. You've never seen your television like this before. The privately held company is based in Mountain View, California with offices in Bangalore, India. For more information, please visit www.verismonetworks.com.

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