

Verismo Networks Targets OEM Market with the VuNow Internet TV Platform

Consumer OEMs, Content Aggregators and Internet Service Providers deliver products with a strong competitive edge and a time to market advantage by leveraging Verismo's leading Internet TV platform

Mountain View, CA, February 10, 2009 – *Watch the world on your television.* Verismo Networks launches a global OEM initiative targeting consumer OEMs, content aggregators, and Internet Service providers. Verismo's VuNow™ [Internet TV](#) platform is redefining the home [television](#) experience by bringing millions of [internet videos](#) from around the world directly to the TV.

Verismo's OEM partners now can leverage the versatile VuNow Internet TV platform to rapidly bring to market differentiated versions of VuNow-based products to maximize success in the highly competitive consumer broadband and digital entertainment markets. The VuNow Internet platform includes a hosting and delivery platform for on-demand content under a subscription, pay-per-view or ad-supported models. Supported features include content shaping and ingestion, video cataloging, subscription management and billing, analytics engine and geo targeting.

Verismo has seen considerable demand from various OEMs around the world for its increasingly popular VuNow PoD. Among the many options being considered by OEMs are: the addition of premium content to the VuNow service, embedding the VuNow Internet TV platform in consumer appliances like TVs, DVD players, and A/V receivers, to enable online video access through these devices, and integrating other applications including, but not limited to, IPTV, Voice over IP, video conferencing, and vertical applications like distance learning.

"An open platform is fundamental to our success," said Dhaval Ajmera EVP of Verismo Networks. "Our OEM initiative fosters the development of differentiated products by OEMs worldwide, thereby offering consumers compelling choices for entertainment in their living room."

OEM hardware choices include private labeling of the VuNow PoD for rapid time-to-market, hardware feature enhancements, hardware licensing for high-volume manufacturing, and the embedding of the VuNow solution into consumer appliances.

OEM software choices include co-branding and customization of the user interface, integration of content and applications to the VuNow service, and software feature enhancements.

About Verismo Networks

Verismo's VuNow platform redefines TV entertainment by bring a wealth of Internet videos directly to the TV. 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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