

Verismo Networks Redefines TV Entertainment with Next Generation Internet TV Platform

Service Providers can now expand their reach into new markets by leveraging the internet to bring linear channels, internet videos, social networking and personal media directly to the TV

Mountain View, CA, October 26, 2010 –Verismo Networks announced its next-generation high-definition VuNow Internet TV platform that allows Multi System Operators (MSOs), Internet Service Providers (ISPs) and Telcos to bring linear channels combined with value-added internet applications over the Internet to their subscribers. By using the internet as a distribution method, service providers can rapidly expand their existing footprint and reach new global markets with minimal investment in their infrastructure.

Traditional or emerging MSOs, Internet Service Providers, and Telcos can now enhance current services by offering linear channels, combined with best in class over the top (OTT) internet videos, Video-on-Demand (VOD), and live channels from around the world. The new platform also brings social networking applications like Twitter™, Facebook™, and MySpace™ right to the television for the entire family to enjoy socially. Personal media is easily accessed over the home network or by connecting a USB drive. In addition, the Verismo platform supports Digital Rights Management (DRM), Electronic Program Guides (EPG) and is capable of providing VOIP, internet access with a built-in broadband router, and whole-house DVR.

“This is truly a game changer. We are offering a solution that enables service providers to quickly expand their reach globally -- bringing them unprecedented revenue opportunities with minimal investment,” said Dhaval Ajmera, Executive Vice President of Marketing and Sales at Verismo Networks. “The fully customizable solution allows fast time to market with ‘cool’ new internet applications that offer unparalleled opportunities for differentiation.”

The revolutionary Internet TV platform also creates a huge opportunity for content providers to stream their content directly to the TV instead of the PC, enabling them to become a new breed of service providers. They can stream special interest content in markets such as higher education, personal growth, faith based outreach, corporate training, or government.

- Benefits to traditional MSOs, Internet Service Providers and Telcos:
 - Allows easy expansion into new global markets
 - Brings new internet applications and services to current subscribers
- Benefits to new or emerging MSOs:
 - Enables a low barrier to entry with differentiated features

Verismo Internet TV platform features:

- Linear Channels with EPG support

- Support for Live Streaming and Video On Demand
- Triple Play Capable: Video, VoIP, Data
- Support for Whole House DVR
- Middleware
 - Manages all metadata and indexing for the various sites/channels supported
 - Remotely manages all software upgrades to the client
 - Digital Rights Management support
 - Content APIs available for content integration
 - Monetization available via VOD Pay-per-view and subscription based services
 - Integrates with service providers OSS
- Internet Applications:
 - Photos
 - Podcasts
 - Social Networking applications
 - Email
 - Internet Search
 - Movies and TV shows
 - Internet Radio
 - Live Channels from around the world
- Personal Media Access via Home Networking or USB drive

For more information visit www.verismonetworks.com.

About Verismo Networks

Our mission is to redefine the home television entertainment experience. Our open internet TV platform is the only platform that brings seamless convergence of IPTV linear channels, internet video, social networking and personal media playback directly to the TV. The Verismo end-to-end solution enables OEMs to expand their reach globally and cost effectively while giving subscribers an un-paralleled viewing experience.

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Press Contacts

Ramin Ekhtiar
 BluePoint Communications
 ramin@bluepointworld.com
 (408) 431-7296