



## **Verismo Networks Gets Into Entertainment Services**

*Sab Kanaujia, a Media Veteran and Ex-NBC Universal Executive, Joins Verismo as President of Entertainment Services*

**Mountain View, CA August 9, 2011** – Verismo Networks, the leading provider of a complete end-to-end solution to enable broadband entertainment and video delivery over broadband networks, today announced that they will be launching a new business unit focusing on entertainment services. Sab Kanaujia, a globally renowned media industry veteran, has joined Verismo as the President of Entertainment Services. Kanaujia had earlier launched Digital Entertainment Corporation of India (“DECI”), a holding company that focused on launching entertainment services to a global audience.

In his new role, Kanaujia will head Verismo’s new entertainment business unit and will be responsible for all areas including content acquisition, product, operations, marketing and distribution. Kanaujia brings more than 15 years of global experience to the company, with an impressive career that spans NBC Universal and Time Warner AOL, amongst others.

“Verismo Networks continues to set lofty goals for developing and delivering content-rich broadband entertainment solutions for our customers,” said Prakash Bhalerao, Chairman and CEO of Verismo Networks. “Delivering new entertainment content and content rich services over our proven and widely deployed broadband entertainment platform is a high priority for Verismo Networks. Kanaujia has been a proven innovator in his previous roles and we are excited to have him join our team.”

“Verismo Networks shares the vision that prompted us to launch DECI. They bring extremely complementary strengths that will enable us to successfully execute on our strategy,” said Sab Kanaujia. “With a globally deployed broadband entertainment platform, an opportunity to partner with a seasoned entrepreneur in Bhalerao and strong backing of a blue chip investor like Intel Capital, I am delighted to join the Verismo team at a crucial stage in its growth phase.”

Prior to founding Digital Entertainment Corporation of India, Kanaujia was the Vice President, Digital Product Strategy & Development at NBC Universal (NBCU). Based out of the company’s headquarters in New York City, he ran its global digital product strategy and development across its television broadcast network, cable TV channels, Hollywood studios and digital properties. He joined NBCU in August 2006 as part of its corporate digital media team that incubated Hulu.com, one of the world’s largest online premium video networks announced in March 2007 as a joint venture between NBCU and News Corp. He was the General Manager of NBCU’s strategic digital venture with Ten Sports, the most watched sports channel across the

Indian sub-continent and Middle East. Working with NDTV, one of India's biggest media companies and a strategic investment of NBCU at the time, Kanaujia led the business deal to help re-launch several of its digital properties including its flagship global news destination, [www.ndtv.com](http://www.ndtv.com). He was also the brainchild behind NBCU's corporate social media initiative that distributed firm's content covering over a dozen brands including NBC, CNBC, USA Networks, NBC Sports and Olympics, SyFy, MSNBC, Universal Studios, iVillage, Telemundo, Oxygen, and others to fans through viral distribution. He quickly grew this initiative, which within two years accounted for over 25% of the total reach of NBCU's network of online properties, providing the firm's content a global footprint with presence on more than six million destinations worldwide.

Earlier, Kanaujia held various key roles in product strategy and corporate development at Time Warner AOL. Amongst his several achievements at AOL, he successfully launched AOL Hi-Q Video, a key high-quality distribution platform for AOL's In2TV service, the first broadband television network in the U.S., providing thousands of hours of on-demand, full-length classic TV shows from Warner Brothers.

Kanaujia is a Charter Member of The Indus Entrepreneurs (TiE) in Silicon Valley, and a Senior Volunteer with the American India Foundation. He attended the University of Michigan Business School at Ann Arbor, MI for executive management training, and earned his MBA with honors from the University of Maryland at College Park, MD. He received his Bachelor's in Technology degree from the Indian Institute of Technology (IIT), Kanpur, India.

### **About Verismo Networks**

Verismo Networks provides an end-to-end solution for the easy deployment of Broadband entertainment services by ISPs, Telcos, OTT and IPTV service providers globally. Its Broadband TV platform is globally deployed and the leading solution that brings seamless integration of IPTV linear channels, video on demand, internet video, social networking and personal media playback directly to the TV. The Verismo end-to-end platform and cloud based services enables the fastest time-to-market for any content owner and service provider to expand their reach globally and cost effectively while giving subscribers an un-paralleled viewing experience. Intel Capital, Intel's global investment organization is an investor in Verismo Networks. For more information, please visit [www.verismonetworks.com](http://www.verismonetworks.com)

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