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RGB Networks Demonstrates How to Deliver Scalable TV Everywhere Services and Hyper-targeted Ads at SCTE Cable-Tec Expo 2011

RGB's Flexible Transcoding and Adaptive Streaming Solutions Enable Service Providers to Maximize the Revenue Opportunities of TV Everywhere

Sunnyvale, California – November 14, 2011 – RGB Networks, the leading provider of scalable multiscreen IP video delivery solutions, will demonstrate at SCTE's Cable-Tec Expo 2011 booth #342 (November 15-16 in Atlanta) how cable operators can cost-effectively expand their video offerings to include TV Everywhere services. The demonstration will also highlight a next-generation adaptive streaming architecture that enables new advertising revenues with the hyper-targeting of ads at a granular level.

As cable operators strive to meet consumer demand to view TV anywhere, at any time and on any device, they face the daunting task of building a new IP infrastructure that can scale to meet growing demand without being cost-prohibitive. With this in mind, RGB has developed its Enhanced Video Intelligence Architecture (eVIA), a multiscreen IP video delivery and ad insertion ecosystem. Anchored by RGB's Video Multiprocessing (VMG™) and TransAct Packager, eVIA enables the cost-effectively delivery of live and on-demand programming to multiple devices, as well as targeting of ads down to the region, neighborhood or even the individual subscriber.

Enhancing the value of RGB's eVIA ecosystem, RGB is working closely with industry leaders itaas and Verimatrix to deliver an integrated offering that allows operators to easily and cost-effectively deploy a best-of-breed TV Everywhere solution. Taking advantage of years of system integration expertise from itaas, along with the VCAS™ digital TV security solution from Verimatrix, this joint solution—on display at Cable-Tec Expo—delivers a proven and reliable option for streaming live video to TVs, PCs, tablets and other mobile devices.

“The cable industry is at a critical transition point as trials of multiscreen TV Everywhere services quickly progress from a small number of channels on a limited number of devices to large-scale deployments across multiple screens,” said Ramin Farassat, Vice President, Product Marketing and Business Development for RGB Networks. “Our eVIA IP video solution is at the forefront of this multiscreen revolution, and at Cable-Tec 2011 we will show operators how to advance their multiscreen strategies to the next level, and see a real return on their investments. Our solutions ensure that operators have both the tools and the expertise to accelerate and scale their TV Everywhere deployments and to maximize the advertising revenue opportunity.”

Executives from RGB Networks will be available at booth #342 throughout Cable-Tec Expo 2011 to answer questions and provide a hands-on demonstration of the unique advantages of RGB's delivery and monetization solutions for TV Everywhere.

About RGB Networks' eVIA TV Everywhere Solution

eVIA from RGB Networks provides a suite of standards-based products that provides advanced HTTP streaming video services for the delivery and monetization of live and on-demand video to multiple screens. Designed to be highly flexible, the eVIA ecosystem provides the scalability necessitated by the accelerating growth of multiscreen services, with industry-leading density and reliability designed into every component. RGB's award-winning eVIA suite is anchored by the company's Video Multiprocessing Gateway (VMG™) and TransAct Packager. The modular VMG is the industry's highest capacity transcoder, capable of simultaneously transcoding 500+ MPEG-2 and MPEG-4/H.264 video streams into the growing number of formats required to serve an ever-expanding array of end user devices. The VMG utilizes a carrier-class chassis with extensive redundancy features to ensure reliable operation at all times.

Complementing the VMG is RGB's TransAct Packager, an advanced adaptive streaming solution that ingests MPEG-4/H.264 video programs and outputs multiple versions of each program encoded at different bit rates which are then packaged in the Apple HTTP Live Streaming, Microsoft Smooth Streaming and Adobe HTTP Dynamic Streaming formats.

Bringing RGB's years of expertise in video processing and ad insertion to the adaptive bitrate IP environment, eVIA enables service providers to monetize HTTP streaming services, whether on managed or unmanaged networks, finally providing true targeted advertising capabilities, leading to a new revenue source for operators.

A white paper providing more details on RGB's eVIA ecosystem can be downloaded at www.rgbnetworks.com/resources.

About RGB Networks

RGB Networks enables video service providers to migrate to a [multiscreen](#) environment for the delivery of linear and on-demand video over managed and unmanaged IP networks. Wide adoption of the company's IP video solutions is based on core strengths in transcoding, advertising and overlay insertion, and statistical multiplexing. RGB's solutions for video delivery to TVs, desktop and mobile devices are built to deliver the highest video quality at the best price-performance on the market—they uniquely offer the density and scalability required to support the growing demands of consumers with integrated functionality that simplifies operators' network architectures and minimizes operational costs. RGB's products are deployed by over 200 cable, telco, satellite, OTT and mobile operators in 30+ countries. Venture capital investment firms include Accel Partners, Comcast Interactive, Focus Ventures, Granite Ventures, Institutional Venture Partners, Kleiner Perkins Caufield and Byers, and Mitsui & Co. Venture Partners. RGB is a private, profitable company based in Sunnyvale, California with offices around the world. For more information, please visit our website – www.rgbnetworks.com – and [IP video blog](#) – – and follow us on [Twitter @RGB_Networks](#).