KASENNA ANNOUNCES GUESTROOM SOLUTION FOR HOSPITALITY AND MDU MARKETS

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…Turnkey Solution for In-Room VOD Enables Rapid Deployment of New, Revenue-Generating Services for Hotels & Multi-Dwelling Units…

London, 11th March 2004. Kasenna, the leader in broadband video network systems, today announced GuestRoom, a turnkey solution that speeds development and enhances customisation options for system integrators or resellers delivering Video on Demand (VOD) systems for the hospitality and MDU markets. Featuring built-in integration with MediaBase XMP, Kasenna's industry-leading video delivery platform; pre-installed support for popular billing applications; a client interface for set-top boxes (STBs); and administrative support for managing the system; GuestRoom makes it easier than ever for system integrators and resellers to build customized systems that profitably and reliably deliver broadcast-quality VOD to guests in hotels, cruise ships, hospitals, or multiple dwelling units (MDUs) of any size.

"GuestRoom accelerates development of VOD systems for hospitality applications like nothing that has come before," said Mark Gray, president and CEO of Kasenna. "Rather than handing resellers a streaming server and leaving all of the integration to them, we've built a turnkey system that is very easy for them to customize and brand for individual customers. GuestRoom will make VOD an affordable and profitable reality for hospitality providers of all sizes."

GuestRoom allows Kasenna channel partners to quickly customise and deploy solutions in their target vertical market while reducing the cost of development. As a result, hospitality resellers and integrators can bring turnkey VOD solutions to their customers with more attractive pricing and higher margins. With GuestRoom, system integrators and resellers can use visual tools for developing in industry-standard HTML and JavaScript languages to easily customise a VOD system for each particular customer, thereby providing personalised branding and a unique experience for hospitality guests. Customisation options include the look and feel of the VOD application, hotel branding, a variety of billing system options, and the ability to tailor the VOD service offering with customized packages and pricing for each hospitality customer.

"A VOD network is more than a bunch of servers," added Gray. "Only Kasenna offers end-to-end infrastructure that unifies multiple vendors into a single solution and enables rapid and cost-effective deployment."

About Kasenna

Kasenna is video with vision. Since 1993, the Kasenna team has led the broadband video industry with a focus on open standards and an intelligent management infrastructure. Kasenna's software supports multiple content formats and viewer devices, allowing service providers, enterprises, and other organisations to build commercial-grade IP video networks that support new and emerging video services. Kasenna's patented software technology has been proven with thousands of successful and profitable telecom, cable, hospitality, enterprise, education, and government deployments worldwide. Kasenna's software is available for servers running the Linux, Solaris, and IRIX operating systems. Kasenna is headquartered in Mountain View, California and is privately held. For more information, please visit

www.kasenna.com.

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