

# **e.BISCOM'S FASTWEB DEPLOYS KASENNA® IN EXPANSION OF IP VIDEO SERVICES**

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London, UK, 26 May 2004 – Kasenna Inc, the leader in broadband video network systems, announced today that its MediaBase XMP product has been deployed by e.Biscom's FastWeb ([www.ebiscom.it](http://www.ebiscom.it)), the leading alternative broadband telecommunications company in Italy, which has been the pioneering provider of Triple Play services to business and residential customers since 2000.

e.Biscom was the first company worldwide to implement and demonstrate the industrial feasibility of radical innovations in the telecommunications field, such as the creation of a fully IP-based architecture, direct fibre connections not only to business customers but also to families, and the launch of high-quality digital broadcast television and video services over DSL. The Company recently announced first quarter 2004 revenues of € 157.7 million with a year-end target of over € 700 million. Customers have grown from 330,600 at December 31st 2003 to 376,000 at March 31st 2004 and are expected to reach 480,000 at year end.

Fabrizio Bosi, Director of Multimedia Interactive Television at FastWeb, said: "As we expanded our IP-based VoD and interactive television services, we realised that we needed to use a technology that offered scalability and flexibility to help support the expansion of these services to our customers. We thus decided to use Kasenna because its MediaBase XMP is a software-based solution that integrates with existing infrastructures. It was the natural choice as it met our criteria."

Steven Foster, Managing Director EMEA at Kasenna, says: "As European carriers and providers increase the provision of video-based services such as video-on-demand in Europe over the next twelve months to drive subscriber revenue and enhance customer services, the challenges of scaling services will become apparent. Kasenna is focused on scaling these offerings and, with products such as vFusion, addressing the challenges of growing on-demand services. We look forward to working closely with FastWeb as they expand their network and customer base in the Italian market."

Kasenna's MediaBase XMP product provides a standards-based video management and delivery platform for acquiring, managing, distributing, and delivering audio and video on demand at the industry's lowest cost per stream. Available for Linux, Solaris and Irix operating systems, MediaBase XMP is the industry's first and only full-featured platform that handles deployment of video in multiple formats (MPEG-4, MPEG-1, MPEG-2 and Windows Media 9) from narrowband to broadband to broadcast using open standards on mainstream computing hardware.

## 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. With its May, 2004 acquisition of ViewNow assets, Kasenna now offers network operators the industry's only turnkey source of IP video infrastructure, applications, and VOD programming for video services. Kasenna's software supports multiple content formats and viewer devices, allowing service providers, enterprises, and other organizations to build commercial-grade IP video networks that support new and emerging video services.

Kasenna's patented software technology has been proven in thousands of successful and profitable telecom, cable, hospitality, enterprise, education, and government deployments worldwide. Kasenna is headquartered in Mountain View, California and is privately held. For more information, please visit [www.kasenna.com](http://www.kasenna.com).

#### About e.Biscom

e.Biscom's FastWeb is Italy's main alternative fixed broadband telecommunications operator. The company offers integrated broadband telecommunications services using an IP-based architecture over its own dense fibre optic network. FastWeb provides its innovative services to all market segments (large to small businesses, small offices and home offices, residential clients) in the main Italian cities. FastWeb provides voice, broadband Internet connectivity, data transmission and video services in all existing formats: broadcast (i.e. traditional free-to-air TV), multicast (i.e. pay TV and pay-per-view) and unicast (i.e. video-on-demand and full interactive TV). Access to the end-user is provided directly through fibre optics (with Fibre-to-the-Home/Fibre-to-the-Office solutions) or through xDSL technology over unbundled lines. The technological solution and the fibre optic infrastructure, which are completely alternative to the incumbent's network, support much faster access speeds than those currently available on the market: up to 10 Mbit/s upstream and downstream for residential customers and virtually unlimited speeds for business subscribers. Moreover, the use of the IP protocol has allowed the development of a very fast DSL service, thus enabling advanced telecommunication services, at reception speeds of up to 6 Mbit/s and transmission speeds of up to 0.512 Mbit/s, much faster than those delivered by other DSL operators in Italy. e.Biscom S.p.A. has been listed on Milan's Nuovo Mercato since March 30th 2000.

For more information, please visit e.Biscom's website at [www.ebiscom.it](http://www.ebiscom.it)

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