

KASENNA RAISES THE BAR FOR ON-DEMAND TELEVISION – ADDS NETWORK-BASED PERSONAL VIDEO RECORDING TO ITS TURNKEY IPTV SOLUTION

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New TimelessTV Feature Enables Service Providers
To Deliver New, Revenue-Generating Services

London, UK - September 15, 2004 – Marking the latest in a string of technology breakthroughs, Kasenna, the acknowledged market leader in broadband video solutions, today announced the availability of TimelessTV, a Network-based Personal Video Recorder (NPVR) feature for its award-winning MediaBase XMP video server line and other Linux-based servers running MediaBase. Kasenna's TimelessTV leverages the company's next generation vForge™ video service development framework and makes the deployment of NPVR services a reality for broadband service providers, hospitality chains, MTU/MDU owners, and organisations of all sizes.

Products like TiVo have been popular with consumers since they allow them to watch what they want to watch, when they want to watch it. However, consumer devices such as TiVo and set-top boxes with hard drives are costly to deploy and adoption has been slow. With network-based personal video recording enabled by Kasenna's TimelessTV, video network operators can give their subscribers the power to pause and resume live TV broadcasts, as well as to record, pause, rewind, and fast-forward through previously recorded shows, all without having to buy and install set-top boxes with hard disk storage. Because TimelessTV is based in the service provider's own operations center, the product allows customers to order and activate recording services immediately without changing their equipment. In addition, service providers can offer NPVR service on a free-trial basis and then immediately convert users to paying customers without shipping equipment or rolling a truck.

Kasenna's TimelessTV not only makes video recording capabilities available on a massive scale to any group of users, it also addresses several key operational and business challenges in delivering profitable NPVR service, including resource management, scalability, personalisation, and usage analysis.

Kasenna: The Turnkey Provider

Kasenna is the only vendor offering a complete, end-to-end infrastructure for deploying high-margin digital video services. Incorporating premium video content from major motion picture studios, digital rights management, video storage, ingest, server management, distribution, end user applications and service customisation, Kasenna delivers a complete solution that can be deployed quickly, scaled easily, and which returns profits within two years. As a result, providers who are starting from scratch in deploying IP video can rely on Kasenna for a complete solution without having to worry about negotiating content agreements, deploying encryption servers, or integrating partial solutions from several vendors to build a working system. In addition, Kasenna's standards-based hardware and software products ensure that the system will be able to expand and adapt to new video services or broader audiences as the digital video revolution continues.

“Personal video recording service is the next major revenue opportunity for video network operators, and this could well be the key differentiator that makes service providers winners in the competition for

viewer dollars,” said Mark Gray, Chairman and CEO of Kasenna. “Kasenna has the only complete, open video infrastructure that can quickly and cost-effectively deliver NPVR services, making TimelessTV a must-have for television viewers everywhere.”

About Kasenna

Kasenna is video with vision. As the acknowledged market leader in IP video delivery, the company has focused on open standards and an intelligent management infrastructure which allow service providers, enterprises, and other organisations to build commercial-grade IP video networks that support new and emerging video services. With its acquisition of ViewNow, Kasenna offers network operators the industry’s only turnkey source of IP video infrastructure, applications, and VOD programming for 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 is headquartered in Mountain View, California, and is privately held. For more information, please visit www.kasenna.com.

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