

AssetHouse and Sun collaborate to offer next generation entertainment services.

Submitted by: Amino Communications

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Cambridge, UK and Las Vegas, US, April 16, 09 — AssetHouse, the digital proposition management experts and a subsidiary of Amino, today announced a collaboration with Sun Microsystems. The two companies will offer a groundbreaking solution for the burgeoning digital entertainment marketplace.

This truly scalable solution allows service providers to better capitalise content catalogues whilst adding a new dimension to the personalised 'MyTV' experience and hugely extending their ability to target advertising to the end consumer.

The solution enables service providers to refine their market propositions. Different head ends can have different content and advertising profiles. Entertainment content can be bundled together, packaged with relevant advertising, targeted to consumer preference and streamed unicast to the device.

"We're very positive about our joint capability to really help customers get the most from digital commerce," said Darrell Jordan-Smith, VP of Global Communications and Media Industry, Sun Microsystems. "AssetHouse's ability to manage the end-to-end lifecycle of digital products and to combine targeted content with targeted advertising fits well with our innovative server systems and responds ideally to what the marketplace is demanding."

"The Sun Fire(TM) servers and storage systems from 1U to 14U and the Sun Streaming System provide tremendous scalability," said Sandip Sarda, SVP Product Strategy and Business Development, AssetHouse. "Its ultra-low entry-point and ability to add massive storage and IO capacity means service providers can cost effectively store their whole long tail of movie assets which AssetHouse can then monetise. Storing linear TV with VoD content enables us to cross reference and cross sell. Its phenomenal streaming capacity means that unicast becomes a reality, bringing the 'millions to one' nirvana one step closer."

Visit AssetHouse on the Amino booth #C2054 at NAB 2009, Las Vegas Convention Center.

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About AssetHouse:

AssetHouse is part of the Enterprise Solutions division of Amino. Amino specialises in digital entertainment solutions for IPTV, Internet TV and in-home multimedia distribution.

Amino's range of software and set-top box systems can be tailored for telecom, broadcast and hospitality firms to offer highly scalable and targeted services. The award-winning AmiNET™ and Mood range is used by leading service operators in over 80 countries.

Amino's 'AssetHouse' technology opens the door for content producers, telecoms companies, broadcasters and web TV firms to maximise opportunities through better services, targeted content and greater choice.

It takes IPTV to the next level by allowing clients such as BT Vision to think like retailers and package, personalise and refresh extra revenue-generating services to viewers.

Amino Communications and AssetHouse are wholly owned subsidiaries of Amino Technologies PLC. Listed on the London Stock Exchange AIM, symbol AMO. Amino's HQ is based near Cambridge, UK, with offices in the US, China and Sweden.

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PR contact for Amino:

Kate Cartmell, Amino Communications

T: +44 1954 234189

kcartmell@amino.com

PR contact for Amino in the US:

Harriet Diener, Desert Moon Communications

T: +1-845-512-8283

harriet@desertmooncomm.com

PR contact for Amino in the UK:

Sebastian Mathews, Financial Dynamics

T: +44 20 7269 7158

sebastian.mathews@fd.com