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As Kasenna's PortalTV Ushers in the Third Generation of IPTV Middleware, Its VOD Server Software Achieves Ranking of #2 In The Industry by MRG

Kasenna Further Extends its Leadership with the Industry's First One-Million- Subscriber IPTV Benchmark Test, Conducted in Conjunction with Hewlett-Packard and Intel Corporation

By PR Newswire

LAS VEGAS, NAB, April 18 /PRNewswire/ -- Kasenna, the IPTV Company(TM), announced today that Multimedia Research Group (MRG), a leading research firm for the IPTV industry, has ranked Kasenna's MediaBase XMP(TM) VOD server the number #2 server deployed globally, based on successful deployments in 2006. With more than 60 new service provider deployments in 2006, Kasenna has captured the second highest share of the video server, up from its #3 rank in 2005.

In several other broad-ranging announcements at the NAB 2007 show, the company also announced:

- Results of the industry's first one-million-subscriber IPTV benchmark test that it conducted in conjunction with Hewlett-Packard (HP) and Intel Corporation -- Strategic partnership with Amino Systems, one of the leading IPTV STB providers, and with ANT Software, provider of a leading browser and other TV application software, to showcase its PortalTV software suite, which leverages its browser-based, smart-client application running on STBs, to rapidly deploy new, customizable IPTV services

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"Kasenna achieved another industry first in 2006, established a strong foothold in its deployments of its MediaBase XMP VOD server," said Gary Schultz, of MRG, a firm providing market analysis of new technologies for the communications industries. "Our ranking of MediaBase as the #2 VOD server in the industry reflects the substantial gains that Kasenna made in carrier acceptance of its technology and its implementation of video-on-demand."

A multi-format, multi-network and multi-client video server, MediaBase XMP is deployed more widely than any other IP video server in the industry and provides a cost-effective, scalable and reliable way to deliver VOD, network PVR, StartOver TV, pay-per-view, and more.

"We are excited about the market share we gained in the video server market in 2006, and that we moved up from the #3 to the #2 rank in the video server market," said Kumar Shah, CEO of Kasenna. "We are also pleased to announce and share with the NAB attendees the results of the industry-leading one-million-subscriber IPTV benchmark test that we have conducted over the past few months to further establish and strengthen our leadership in the IPTV market."

The company also announced that it has set a new industry milestone, testing and proving the viability of a one-million-subscriber IPTV network. Such scalability of Kasenna's PortalTV(TM), which includes LivingRoom(TM) 2.0 middleware running on industry-standard servers, is an industry first. At 120,000 active subscribers per server, LivingRoom delivered performance thousands of times greater than the number of customers claimed by other vendors, and delivers an emerging model to help telecom carriers plan their initial IPTV rollouts and scale their networks profitably and seamlessly as customer demand for IPTV widens.

MediaBase XMP(TM) is Kasenna's flagship video delivery software that manages the video content for delivery, turning affordable off-the-shelf Linux/Intel servers from leading server vendors into high-performance video delivery platforms. The highly scalable architecture is designed to match the subscriber growth and protects the carrier's and service provider's investments.

"While carriers deploying the first- and second-generation IPTV middleware solutions are struggling with scalability issues, we are pleased to offer the proven reliability of our third-generation middleware solution, which carriers can now choose for their MPEG-4 IPTV rollouts," added Shah, CEO of Kasenna. "We undertook an extremely rigorous scalability benchmark test to validate -- together with third parties -- that our LivingRoom middleware and MediaBase VOD server software delivers what we built them to do -- perform and scale under real network conditions, reaching more than one-million set top boxes. In system performance, as in the number of customers supported, the results exceeded our expectations."

Kasenna will be demonstrating and discussing test results to telecom carriers and IPTV service providers at NAB 2007, booth C2655, and in the HP booth # SU2524. Details of the test results are available at www.kasenna.com/1m.

About Kasenna

Kasenna, The IPTV Company, is a leading provider of video-on-demand (VOD) content and MPEG-4-ready IPTV applications for triple-play services over broadband networks. The fully integrated Kasenna PortalTV(TM) solution enables telecom service providers, cable operators, and others to generate additional revenue, increase profits, and raise customer satisfaction by delivering advanced television services. Proven through dozens of global deployments, Kasenna's patented software technology is built on open standards, enabling providers to easily customize services and the viewer experience. Through its ViewNow subsidiary, Kasenna offers the industry's only turnkey IPTV solution that includes scalable IP video infrastructure, subscriber applications, and VOD programming. Kasenna is a privately held company with headquarters in Sunnyvale, California, and office locations worldwide. For more information, please visit www.kasenna.com.

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