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Huawei Names Kasenna as Partner in Bringing Video On-Demand to China

Networking systems giant selects Kasenna's PortalTV™ as pivotal component in its go-to-market strategy for video-on-demand; service provider Chongqing Cable gears up to deliver Kasenna-based VOD to half million households in mainland China

NXTcomm, Chicago – June 18, 2007 – Kasenna, The IPTV Company™, today announced that Huawei Technologies Co., Ltd. ("Huawei") has selected Kasenna's PortalTV product suite and its MediaBase XMP™ VOD server as the core component of a fully integrated video-on-demand service to be rolled out to cable customers initially in China and then across the world. Currently serving 31 of the world's top 50 telecommunications service providers, Huawei will first bring the Kasenna-based service to leading Asian operator Chongqing Cable, which plans to deliver video-on-demand to 500,000 cable customers in mainland China. The Kasenna-Huawei alliance represents the first-ever, end-to-end, operator-validated solution for Portal TV to be made available anywhere in Asia.

According to the industry analyst firm InStat, China's IPTV subscriber base alone will grow to 6.3 million by 2010, up from 240,000 in 2005 – representing a compound annual growth rate of over 92%. China has over 115 million cable TV households, and is pushing cable TV digitization. The goal is to have all households in China on digital technology by 2015. As of today, there were 4M households who have migrated from Analog to Digital TV-ready.

PortalTV™ combines a web services-based IPTV middleware called LivingRoom™ 2.0 which gives operators flexibility to make more rapid programming changes, and MediaBase™ 8.2, the industry's most widely deployed video server software.

MediaBase XMP™ 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 scalable 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. 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.

"Huawei's CableTV product solutions leverage the company's years of carrier expertise helping today's service providers deliver high quality interactive digital TV services to the home as well as provide them with proven "end-to-end" partner solutions like Kasenna's PortalTV™ product suite to ease their Digital Cable TV deployment needs," said Johnsheen Zhang, Vice President of

the Digital Media Group, Huawei,. “Kasenna’s proven track record and leading technology give Service Providers the assurance that they would have amore cost-effective and reduced risk deployment strategy.”

“We’re gratified to partner with Huawei at this pivotal point in its evolution as the first Asian networking systems developer to deliver a fully tested, independently validated VOD architecture along with Huawei’s comprehensive Digital Cable solution,” said Vivek Pendharkar, CEO of Kasenna. “By 2011 it is projected that operators serving the Asia Pacific region will reach 39 million IPTV-ready subscribers, accounting for US \$8.1 billion in revenue. Huawei is on the leading edge of the delivery infrastructure for digital television services, and also a critical partner in Kasenna’s success in the global marketplace.”

“China is in transition from its worldwide cost leadership to a global innovation powerhouse. The introduction of the industry’s most advanced VOD to the Asia-Pacific comes at a critical time, as the world’s telecommunications operators seek technologies to implement full-featured triple-play offerings of voice, data and video” stated Raymond Hsu, VP of Asia Pacific and MD for Kasenna’s China Office. “Kasenna’s Open, standards-based, carrier-class solutions will be keys to the success of operators such as Chongqing Cable as it begins large-scale rollouts of VOD – the video component of triple play services” added Hsu.

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.

About Huawei Technologies Co., Ltd.

Huawei Technologies Co., Ltd. (“Huawei”) is a leader in providing next generation telecommunications network solutions for operators around the world. The company is dedicated to providing innovative and customized products, services and solutions to create long-term value and potential growth for its customers. Huawei’s products and solutions are deployed in over 100 countries and serve 28 of the world’s top 50 operators, as well as over one billion users worldwide. For more information, please visit www.huawei.com

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