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RGB Networks Wins its Second TelcoTV 2011 Vision Award

Company's New eVIA TV Everywhere Product Suite Earns Top Honors for Innovation in Video Processing

Sunnyvale, California – November 2, 2011— RGB Networks, the leading provider of scalable multiscreen IP video delivery solutions, today announced that its enhanced Video Intelligence Architecture (eVIA) product suite won a coveted 2011 TelcoTV Vision Award, which was presented at last week's annual TelcoTV trade show. Determined by a distinguished independent panel of industry executives, the Vision Awards honor the most innovative, leading-edge telecommunications solutions introduced or upgraded over the past year.

RGB's first-of-its-kind eVIA suite is anchored by the company's Video Multiprocessing Gateway (VMG™) and TransAct Packager, which together form the industry's most complete, flexible and highly scalable IP-based solution for delivering and monetizing live and on-demand TV Everywhere content for TVs, PCs, tablets and other mobile devices.

"To be selected for a TelcoTV Vision Award is an achievement worth commending," said Joseph Braue, Executive Vice President and Group Director of UBM TechWeb's Light Reading Communications Network, which co-produces the event with the National Telecommunications Cooperative Association. "Our judges found that RGB's unique eVIA solutions stood out among its peers."

A Vision Award winner in 2009, the widely-deployed VMG is the industry's highest capacity transcoder, capable of simultaneously transcoding 500+ MPEG-2 and MPEG-4/H.264 video streams into optimal video codec output for any access network, as well as instantly adapting bitrate and resolution levels for delivery to any mobile device. Additionally, the multi-function VMG performs high-density transrating, grooming and ad insertion, all within a single highly-scalable, carrier-class platform.

Praised by customers for its many unique features, the TransAct Packager – a Vision Award finalist in 2010 – is RGB's adaptive streaming solution. This flexible platform "packages" video programs into multiple versions for viewing in Apple HTTP Live Streaming, Microsoft Smooth Streaming and Adobe HTTP Dynamic Streaming formats. This technology is leading the way for a new adaptive bitrate ad insertion ecosystem that allows service providers to target advertisements at a very granular level, ushering in a new era of lucrative hyper-targeted advertising with personalized messages reaching their target audience at the regional, neighborhood or even subscriber level.

"The Vision Award judges recognized that the growing popularity of tablets and other mobile devices requires telco carriers to adopt a standards-based solution to not only deliver top-quality

multiscreen video, but to also reap the revenue benefits of hyper-targeted ads,” said Ramin Farassat, Vice President, Product Marketing and Business Development for RGB Networks. “Our eVIA solution meets that need, and its TelcoTV Vision Award victory shows that industry experts also recognize the ability of its winning combination of performance and features to make carriers successful in TV Everywhere.”

About RGB Networks

RGB Networks enables video service providers to migrate to a [multiscreen](#) environment for the delivery of linear and on-demand video over managed and unmanaged IP networks. Wide adoption of the company's IP video solutions is based on core strengths in transcoding, advertising and overlay insertion, and statistical multiplexing. RGB's solutions for video delivery to TVs, desktop and mobile devices are built to deliver the highest video quality at the best price-performance on the market—they uniquely offer the density and scalability required to support the growing demands of consumers with integrated functionality that simplifies operators' network architectures and minimizes operational costs. RGB's products are deployed by over 200 cable, telco, satellite, OTT and mobile operators in 30+ countries. Venture capital investment firms include Accel Partners, Comcast Interactive, Focus Ventures, Granite Ventures, Institutional Venture Partners, Kleiner Perkins Caufield and Byers, and Mitsui & Co. Venture Partners. RGB is a private, profitable company based in Sunnyvale, California with offices around the world. For more information, please visit our website – www.rgbnetworks.com – and IP video blog – www.rgbnetworks.com/blog – and follow us on Twitter [@RGB_Networks](#).

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