

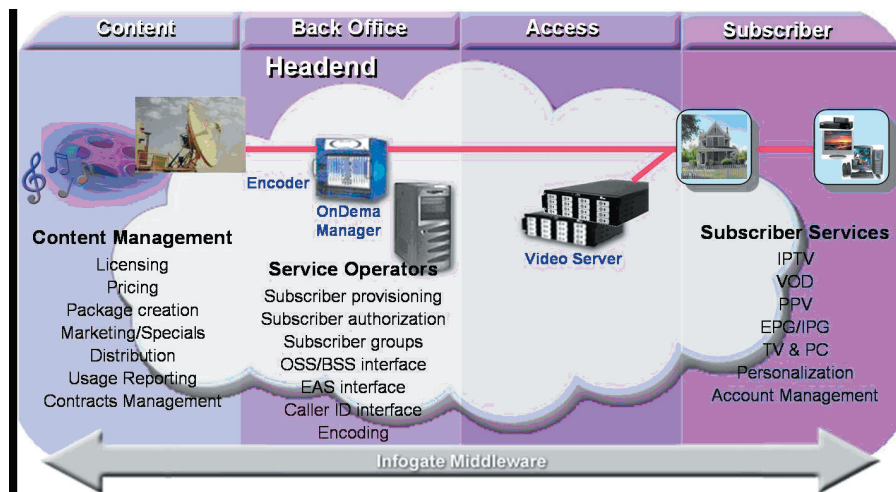
The introduction and delivery of IP-based services is ever-growing as recent market penetration trends highlight the pervasiveness of VoIP and IP data services. With this progress, many organizations are facing the challenge of introducing revenue enhancing IP based services into the mix.

What is IPTV?

IPTV enables an organization to develop and deliver a high quality video service over an existing broadband infrastructure or private network.

In net, IPTV allows organizations to offer many new services including but not limited to:

- digital TV services – broadcast channels
- video on demand (VOD) services
- pay-per-view services
- personal video recoding (PVR) services
- music channels and more

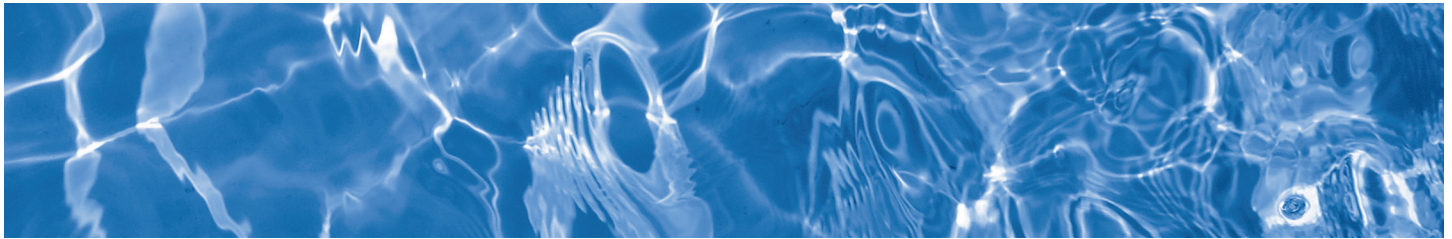


Components

A complete IPTV service is a sophisticated system with multiple components working together to deliver value-added video services.

Components of an IPTV offering include...

- **Broadcast source / VOD source:** The live or pre-recorded video feed generated by the broadcaster or studio
- **Broadcast encoder/ VOD encoder:** The video engine that captures and encodes the analog or digital signal (live and on-demand) into a digital format (compressed) for distribution over an IP network
- **Content management and delivery system:** The content delivery network or solution that manages content playback/ streaming of video content through an operator's IP network to subscribers
- **Subscriber management system:** The management system that controls subscriber provisioning, data collection and billing, and account management and personalization services to subscribers
- **Set-top box (STB):** Hardware based playback device that decodes the incoming IP stream and outputs a high-quality video signal to the TV



The IPTV Solution

ViewCast and InfoGate offer a turn-key solution to deploy a robust IPTV solution that can realize revenue today, regardless of your needs. ViewCast's Niagara PowerStream line of streaming media encoders and streaming servers lead the industry in performance, quality, and stability.

Infogate Online is a leading provider of end-to-end IPTV middleware solutions to telephone companies worldwide. Infogate's OnDema™ IPTV middleware platform provides the content management, subscriber provisioning and tracking, and interfaces necessary to integrate with billing and customer care systems.

IPTV Solution Offering				
Solutions	Profile	Components	Application	Pricing/User
IPTV Ent	1000 Users	12 IPTV Channels Broadcast & On-Demand Video Network PVR Pay-per-view	Company IPTV Network for 1,000-user Audience	\$450
IPTV ISP	5,000+ Users	30 IPTV Channels Broadcast & On-Demand Video Network PVR Pay-per-view	Telecom IPTV Network for 5,000-user Audience	\$300
IPTV City	10,000 Users	50 IPTV Channels Broadcast & On-Demand Video Network PVR Pay-per-view	City-wide IPTV Network for 10,000-user Audience	\$275

ViewCast and Infogate

The integration of ViewCast's encoders with Infogate's OnDema IPTV middleware allows your organization to increase revenue, enhance customer loyalty and effectively compete by gaining:

- **Time-to-Market** – A complete, packaged, turnkey solution with customized out-of-the-box experience
- **Low cost IPTV service** – Low CAPEX and OPEX in providing new service
- **Field Tested solution** – Employ field proven technology that uses standards-based components and protocols
- **Carrier grade solution** – Reliable, scalable, redundant solution that supports key revenue generating services

For more information e-mail IPTV@viewcast.com