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## MatrixStream Introduces World's First 720p High Definition IP DATACAST Video-On-Demand Platform to be Demonstrated at TelcoTV Conference & Expo in Orlando, Florida, November 18

[BizWire](#)

November 15, 2004 (8:04 AM EST)



Business Editors/High-Tech Writers  
TelcoTV 2004

SAN MATEO, Calif.--(BUSINESS WIRE)--Nov. 15, 2004--MatrixStream Technologies, Inc., will demonstrate its patent-pending InstantVOD(TM) Platform, a fully integrated end-to-end IP Video on Demand (VOD) system that supports DVD quality videos, at this year's TelcoTV Conference & Expo in Orlando, Florida. InstantVOD(TM) is a complete package which includes server software, server content management software, billing API management system, PC viewer software and IP STB TV video clients with a remote control thrown in -- all of which are engineered to duplicate and advance the home theater experience. Additionally, MatrixStream will offer tens of thousands of videos, catering to a wide range of content such as diverse movie genres, e-learning, adult entertainment, among others, all via the InstantVOD(TM) platform.

InstantVOD(TM) in a word is "adaptable" which sets it apart from the competition.

MatrixStream's solution supports any video codec, including MPEG 4, H.264, VC1 and 720P, and Digital Rights Management system on the market and is capable of operating over any broadband connection. Unlike many IP video solutions on the market today, InstantVOD(TM) does not require Broadband Providers to upgrade their existing network infrastructure or provide QoS from the backbone to customer sites. Another built-in

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advantage is expandability and options that lead to additional revenue streams from advertisement inserted into VOD content which can also be enabled for e-commerce allowing subscribers to buy products while viewing their favorite videos. Future features include video recording, games-on-demand and other related applications that can be added via remote software upgrades.

According to Jack Chung, CEO of MatrixStream: "(The) goal of our company from the start has been to design an IP Datacast VOD solution that can transmit to any broadband user ... and as a result of our have proudly developed the InstantVOD platform which allows Telcos or a Broadband Provider for that matter the ability to generate revenue by inst offering VOD to their subscribers."

**About MatrixStream**

MatrixStream Technologies, Inc., is a global provider of end-to-end IP solutions. Currently, MatrixStream is working with major Broadband Provider United States, Australia, Japan, China, Canada, Hong Kong and Brazil.

--30--LK/at\* CONTACT: MatrixStream Technologies, Inc. Robert Liu, 650-[rliu@matrixstream.com](mailto:rliu@matrixstream.com) [www.matrixstream.com](http://www.matrixstream.com) KEYWORD: CALIFORNIA TRACK INDUSTRY KEYWORD: ENTERTAINMENT COMPUTERS/ELECTRONIC HARDWARE TELECOMMUNICATIONS PRODUCT TRADESHOW SOURCE: MatrixStream Technologies, Inc. Copyright Business Wire 2004

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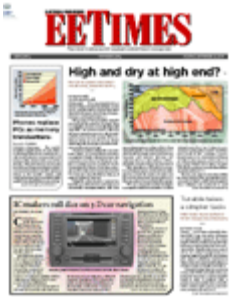
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