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MatrixStream Technologies Offers VOD Broadband

Provides DVD-like interface for video-on-demand viewed o

(April 23,2004)

MatrixStream Technologies, a silicon valley start-up company founded by cable and internet veterans, offers a new way to watch movies on TV by delivering DVD or HDTV quality shows and movies to your TV through its advanced TV video on demand technology.

"Previous video on demand effort allowed their users to watch movies only on their PC - which was a resistance because the average consumer wants to watch movies on their 40" TV, not on their 15" monitor. It can be confusing at times and requires a more sophisticated knowledge to operate." Said Jack Chou, CEO of MatrixStream.

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Instead, MatrixStream's TV technology uses an easy to operate DVD style interface, which consumers are comfortable with. The consumer from their couch in their living room uses a remote control to select what they want to watch on their TV by using the I-MX set-top box or the \$50 USD I-MX TV digital media adapter.

broadcast TV, the viewer can select programs that they want to watch, when they want to watch the DVD like experience through their remote to pause, fast forward, and rewind the program or skip to during the viewing experience.

MatrixStream technology was born out of frustration of the multiple video returns late fees Jack has decided that there had to be a better way to watch videos, other than renting them from the video store or downloading low-resolution movies onto his PC. "Mail order takes way too long to receive, and the Internet and watching them on the PC is an even more frustrating experience," said Jack. "So we created technology allowing the average consumer to watch their shows and movies on their TV using a fast broadband Internet connection.

MatrixStream is also in the process of aggressively acquiring DVD and HDTV content to cover a wide programming interests. "We currently have 26 DVD quality video on demand channels and we plan to add more definition channels by the end of the year," said Aaron Keogh, executive of MatrixStream. Many of these are exclusive to the MatrixStream's Video On Demand channel network and not available anywhere else.

Unfortunately the MatrixStream set-top box or TV digital media adapter won't be available at your location. MatrixStream's business model is to partner with local cable or Telco providers. "We believe by partnering with technology with broadband service providers who already have relationship with their customers, it will be for everybody," said Jack. MatrixStream is currently in the process of partnering with major broadband providers in Canada and the US and expects its Video on Demand channel network to be available on a limited basis in North America wide by the end of 2004.

About Matrixstream

MatrixStream I-MX 2002 TV technology platform offer a complete end-to-end on demand platform providing HDTV quality video to the end user's TV over IP network.

For more information visit www.matrixstream.com.

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