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MatrixStream Demos VOD Sy

11.16.04

SAN MATEO, Calif. -- MatrixStream Technologies, Inc., will demonstrate its pending InstantVOD™ Platform, a fully integrated, highly secure on Demand (VOD) system that supports HD and DVD quality videos at the TelcoTV Conference & Expo in Orlando, Florida. Unlike many IP video market today, MatrixStream's solution does not require Broadband Providers to upgrade their existing network infrastructure or provide QoS from the backbone site. MatrixStream's patent-pending IP Datacast solution allows Broadband Providers to deliver IP videos to subscribers' homes without any video degradation. Broadband Providers can instantly generate revenue by offering VOD services to subscribers over their existing broadband IP infrastructure.

InstantVOD™ Platform = Complete IP VOD System, plus Video Core Upfront Cost

The InstantVOD™ ASP system is the first of its kind to allow VOD systems to be deployed quickly and efficiently over any best effort IP broadband network. MatrixStream's unique solution allows Broadband Providers to deploy the triple play strategy without having to worry about upgrading their IP infrastructure or paying huge upfront costs for VOD equipment or fussing over how to manage content rights. InstantVOD™ is a complete package which includes software, VOD subscriber and content management software, billing system, PC viewing clients, media PC viewing clients and IP set top clients.

InstantVOD™ in a word is 'adaptable' which sets it apart from the competition. MatrixStream's unique solution supports any video codec, including VC1 and 720P, and Digital Rights Management system on the market. MatrixStream's solution operates over any broadband connection, even ones with no QoS guaranteed bandwidth. Unlike traditional VOD solutions, MatrixStream's patent-pending IP DATACAST technology allows Broadband Providers to transmit IP videos to their subscribers without having to deal with network congestion protocol restrictions. Another built-in advantage is expandability and options for additional revenue streams from advertisement inserted into VOD content. MatrixStream can also be enabled for e-commerce allowing subscribers to buy products and their favorite videos. Future features include video recording, Games

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- * QOS
- * Manageability

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other related applications that can be added via remote software up

According to Jack Chung, CEO of MatrixStream: "The key to success Video on Demand deployment is transmission coverage. The goal o the start has been to design an IP Datacast Video on Demand soluti to any broadband user; and as a result of our efforts, we have proud InstantVOD platform which allows Telcos or any Broadband Provide ability to generate revenue by instantly offering VOD to their subscri

[MatrixStream Technologies Inc.](#)

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