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### Press Release

Source: Matrixstream

## Matrixstream Introduces the I-MX HDTV and DVD Video On Demand System Over the IP Network

Tuesday May 4, 2:37 pm ET

VANCOUVER, British Columbia, May 4 /PRNewswire/ -- Matrixstream, a leader in the Video On Demand (VOD) over IP industry, today announced the introduction of the I-MX end-to-end VOD system over the IP network - a system that will revolutionize the way people watch TV, movies and videos. Matrixstream was founded by Internet veterans who tired of driving to video stores looking for movie videos, only to come away empty-handed because the videos they sought were already rented out. Today, people can watch on-demand videos only if they rented them from a video store or if they bought particular DVDs from a retail store. "The I-MX system will give the power of choice back to the viewers," according to Robert Liu, VP of Business Development and Marketing for Matrixstream, "allowing viewers to have access to an entire video rental store right from the comfort of their couches and to watch their selections at a time that's convenient to them in DVD or HDTV quality without fear of paying that annoying video rental late fee."

On the backend, service providers have access to one of the most cost-effective, scalable VOD system in the market. Each I-MX system is fully capable of supporting up to millions of users. The total amount of videos a provider can offer to subscribers is only limited by the amount of disk storage that is available. The I-MX VOD supports standard-based video codecs like MPEG4, WM9 and H.264 and is fully capable of supporting all future new video codecs. The I-MX system is designed with full-tolerance in mind where video-viewing experience is not interrupted should there be a system failure. Moreover, the I-MX system is designed with complete end-to-end security to protect content against Internet video piracy.

Perhaps the most important feature of the I-MX VOD system is that most service providers won't have to spend millions of dollars to upgrade their existing IP networks. Unlike many VOD system today, the I-MX VOD system can operate over IP network with as little as 1 Mbps of access speed. The proprietary I-MX video buffering technology allows viewers to watch DVD-quality videos even over a wireless network.

Matrixstream is also in the process of aggressively acquiring DVD and HDTV video contents to cover a wide range of viewer programming interests. Matrixstream currently has 20 DVD-quality VOD channels with plans to launch 10 additional HD (High Definition) channels by the end of the year. Many of these channels are exclusive to the VOD channel network and are available to service providers that want to provide an instant channel lineup to their subscribers.

[About Matrixstream](#)

Matrixstream, incorporated in 1999, is a software development company whose mission is to empower service providers and content providers to use the existing IP infrastructure as a distribution channel to deliver DVD/HDTV- quality videos to their broadband customers in a cost-effective manner. For more information, please visit [www.matrixstream.com](http://www.matrixstream.com).

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