



Zeugma and Skitter Partner to Ensure High-quality TV Services Over Broadband Connections

Joint Solution Enables Broadband Operators to Deliver IPTV-like Video Diversity and Quality at a Fraction of the Cost

NOVEMBER 10, 2009, ORLANDO, FL—[Zeugma Systems](#) and [Skitter, Inc.](#) today announced a partnership whereby broadband service providers can employ the combined solution to deliver a wide variety of live off-air broadcast TV over existing broadband facilities with guaranteed quality of service. Coupled with on-demand video content, the solution enables broadband operators to deploy compelling entertainment services at a fraction of the cost of traditional IPTV.

The solution partnership combines the Zeugma Services Node (ZSN), a service delivery router providing subscriber management, edge routing, and broadband aggregation in a carrier-class, high performance platform, with Skitter's Skitter.TV, a set of video technologies to encode, configure, deliver, and monetize internet and linear TV services. The ZSN automatically detects streaming content from Skitter.TV and, depending on subscriber policy, allocates bandwidth for that stream across the broadband network. Alternatively, broadband subscribers can dynamically alter their downstream bandwidth using Zeugma's SmartBoost application, in order to maximize video quality for both standard- and high-definition streams.

According to Andrew Harries, Zeugma president and CEO, "This really rounds out the over-the-top (OTT) approach to video delivery. What has thus far been lacking from the wide array of primarily on-demand OTT systems is live television broadcasts, something subscribers demand before pulling the linear TV plug. Skitter.TV adds that vital element and affords broadband service providers a compelling alternative to IPTV."

The Skitter.TV internet TV platform consists of head-end video encoding, subscriber management, and multistream delivery technology designed to industry standards and optimized for flexibility, efficiency and reliability. The Skitter Acclaim™ video encoder captures video from multiple sources and encodes into both HD and SD streams simultaneously, in real time.

Robert Saunders, president of Skitter, adds "What this is all about is maximizing the value of network assets for both customer retention and new revenue opportunities. Video services are what most telco's want to add, but IPTV has heretofore been an expensive, complex, and time consuming approach. OTT video capable of delivering both live and on-demand content clearly offers a superior alternative that promises greater customer satisfaction and faster ROI."

Zeugma and Skitter will be demonstrating the effectiveness of the combined solution at TelcoTV in Orlando. Zeugma will be exhibiting at booth number 315 while Skitter will be at booth number 945.



About Zeugma Systems

Zeugma Systems delivers open telecommunications solutions that accelerate new service deployment for broadband service providers of all types. The Zeugma Services Node, a service delivery router, combines massive compute resources with next-generation capacity, service awareness, and subscriber management to yield reliable application integration, rapid turn-up of new services, and a quality video experience. For additional information, please visit www.zeugmasystems.com.

To view Zeugma's blog, please visit zeugmablog.typepad.com.

About Skitter.TV

Skitter.TV™ is video technology to encode, configure, deliver and monetize converged TV services. Skitter.TV provides a converged TV experience on computers, televisions, mobile devices and gaming consoles. The end-to-end video platform includes head-end hardware and software for integrated Web video, linear cable network and broadcast TV, and video-on-demand content, delivered over IP via DSL, fiber optics or wireless networks. Skitter.TV's end-user software and program guide offer consumers premium-quality high definition (HD) or standard definition (SD) multiscreen video service that combines live and on-demand content in a unified, remote-control-driven environment. For more information, visit www.skitter.tv.

Attend a Special Panel on Advanced Streaming Video at TelcoTV

Zeugma Systems will be participating in a special panel at TelcoTV in Orlando, FL covering advances in streaming internet video.

Title: [Delivering on the Quality Promise: Internet Video on Your 50-inch HDTV \(And Loving It\)](#)

Who: Matt Davis, Director, Consumer & SMB Multiplay Services, IDC
Jim Funk, Vice President of Business Development, Roku
Robert Saunders, President, Skitter.tv
Kevin Walsh, Vice President of Marketing, Zeugma Systems

When: Tuesday (November 10, 2009) 1:00pm — 2:00pm

Where: Orange County Convention Center, north concourse, level two, room N220 (A)

Contact Information

Jeannette Bitz
Engage PR (for Zeugma)
510-748-8200 x207
jbitz@engagepr.com

Laura Tanner
VP Marketing, Skitter.TV
404-627-4481
laura@skitter.tv