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GoBackTV Integrates with RGB for nPVR and Timeshifting Efficiencies

Menlo Park and Sunnyvale, CA, September 11, 2009 – GoBackTV, the innovative supplier of digital video headend and edge solutions, and RGB Networks, the leader in network video processing, today announced that the companies have integrated their solutions to offer improved storage and bandwidth efficiencies for network Personal Video Recording (nPVR) and other unicast television services.

The companies have integrated GoBackTV's cost-effective GigaQAM® IP cable IPTV solution and StreamCache™ nPVR/timeshifting/VoD server with RGB Networks' Broadcast Network Processor (BNP) digital video platform. Together, the systems deliver switched multicast IPTV and unicast services like network PVR, VoD, and Startover, while saving as much as 50% on storage capacity as well as bandwidth utilization.

As network-based television timeshifting services proliferate, last-mile bandwidth consumption becomes increasingly critical. "Personal TV is driving unicast bandwidth demand at an accelerating pace," said Rei Brockett, GoBackTV vice president of product management. "GoBackTV's edge-deployable VoD and nPVR solutions mesh well with RGB Networks' BNP to minimize network traffic and make the most efficient use of valuable bandwidth."

"Combining GoBackTV's television timeshifting platform and cable IPTV solution with the BNP's high-density bandwidth optimization capabilities gives operators the ability to offer more new services to a wider audience, helping them to generate revenue and maintain subscriber loyalty," said Ramin Farassat, RGB Networks vice president of product marketing.

GoBackTV will be demonstrating features of their RetroVue® system, including VoD, network PVR, timeshifted TV, cable IPTV, and the MyRV Portal middleware at IBC 2009, September 11-15, 2009, at the RAI Amsterdam, IPTV Zone Stand # IP401. RGB Networks will be demonstrating the capabilities of the multi-function BNP, including transrating, statistical multiplexing, grooming, and ad and digital overlay insertion at stand 5.C14.

About GoBackTV - GoBackTV delivers the digital headend solutions that television service operators need to rapidly introduce, quickly scale, and efficiently support the newest generation of digital video services. GoBackTV's RetroVue® suite of products enables operators to cost-effectively support a wealth of stream-based personal-TV applications, including IPTV over cable, switched broadcast, time shifting, VoD, Startover, Lookback, and network PVR. For more information about GoBackTV and its next generation TV solutions, please visit www.gobacktv.com.

About RGB Networks – RGB Networks is revolutionizing video, delivering leading-edge video processing solutions that address the complexities of the changing video delivery model. With advanced solutions for bandwidth optimization, content repurposing and addressable advertising, RGB's products enable operators to deliver the next generation of highly personalized video services, which are relevant to individual subscribers and delivered anytime to any device. The company's products are based on its unique Video Intelligence Architecture™ (VIA), enabling them to process an unprecedented number of video streams with the highest video quality. RGB's scalable solutions dramatically reduce the cost to deliver both broadcast and unicast services, and help operators maximize their existing network infrastructure. More than 7,000 RGB products are deployed in the field by over 170 service providers in 25 countries worldwide. Learn more at www.rgbnetworks.com.

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CONTACTS

GoBackTV

Rei Brockett, Marketing: +1.650.473.1285 x106 or brockett@gobacktv.com

Bill Gallagher, Sales: +1.925.786.0262 or billg@gobacktv.com

RGB Networks

John Giddings/Tamara Parker – Mobility Public Relations, Americas PR: +1.650.245.2782 or rgb@mobilitypr.com

Jacqui Depares/Lucy Smart – Johnson King, EMEA PR: +44 20 7401 7968 or rgbnetworks@johnsonking.co.uk