



FOR IMMEDIATE RELEASE

GoBackTV Wins IPTV World Series Award for Best Cable IPTV Technology

London, IPTV World Forum Stand 322, March 27, 2009 – GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that its RetroVue® Cable IPTV Solution with CMTS-Bypass was honored as the 2009 winner of the prestigious IPTV World Series Award for Best Cable IPTV Technology. The IPTV World Series Awards recognize quality, innovation, leadership, and achievement for telecoms video services and the IPTV ecosystem.

GoBackTV's Cable IPTV Solution is a turn-key cable transport package that delivers switched multicast and unicast IPTV content to IP set top boxes across a traditional hybrid fiber/coax (HFC) cable plant via standard DOCSIS® 1.1/2.0 and 3.0 cable modems, using CMTS-Bypass technology. It has been integrated with a cooperative ecosystem of third-party middleware, conditional access, set top box, cable modem, and IP application vendors.

The product suite was launched in 2007 and has been deployed in sites worldwide, delivering IPTV over cable at QAM prices rather than CMTS prices. It is composed of the GigaQAM® IP CMTS core, GigaQAM edgeQAMs, and RetroVue Application Server resource and service manager. The system also includes an optional operator-customizable HTML-based middleware.

“Over the past two years, we have had the unique experience of seeing commercial field validation of our CMTS-Bypass architectural decisions,” commented Rei Brockett, vice president of marketing and product management at GoBackTV. “We are extremely gratified to have such a distinguished panel of judges endorse the value of our Cable IPTV Solution.”

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.

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