



**FOR IMMEDIATE RELEASE**

## **GoBackTV and Verimatrix Sign Global OEM Agreement**

*Verimatrix Integrates GoBackTV's CMTS Bypass Technology within VCAS™ for Cable IPTV*

**Menlo Park, CA, September 4, 2007** -- GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that it has entered into a strategic OEM partnership with Verimatrix, the global leader in IPTV content security technologies that enhance the value of pay-TV networks.

GoBackTV's CMTS Bypass technology enables the affordable delivery of unicast and multicast IPTV over cable to off-the-shelf IP set-top boxes via standard DOCSIS® 1.1 and 2.0 cable modems. Verimatrix has integrated GoBackTV's Cable IPTV solution into its award-winning and independently-audited Video Content Authority System (VCAS), enabling cable operators to deliver secure IPTV with robust, two-way, software-based downloadable security that leverages mature Internet security protocols. In addition, VCAS for Cable IPTV fulfils the U.S. FCC mandate for separable security, which requires that content security functionality must be separate from the video receiver's intrinsic circuitry.

As part of their OEM agreement, Verimatrix is carrying the integrated GoBackTV solution under the Verimatrix brand, and will also provide installation, training, and support on a global basis. "We are excited at the opportunity to extend the many benefits of VCAS to the cable market, along with the advantages of IPTV," said Steve Oetegenn, chief sales and marketing officer of Verimatrix. "GoBackTV's CMTS Bypass technology is an ideal component of VCAS for Cable IPTV."

By implementing secure cable IPTV, operators gain the bandwidth savings of switched digital video, the cost-savings and technological innovation of IP-based customer premises equipment, and the ability to unify their network infrastructures.

"We are pleased to combine our Cable IPTV technology with Verimatrix's highly-respected, widely-deployed, and industry-accepted suite of security solutions," said Dave Baran, CEO of GoBackTV. "Verimatrix has an impressive and innovative portfolio, and we are delighted to partner with them in making it more accessible to the cable community."

GoBackTV's Cable IPTV solution is the newest addition to their RetroVue® system, designed to deliver open, scalable, and affordable digital headend solutions and next-generation services. As with all RetroVue products, the Cable IPTV solution is compatible with existing headend infrastructure and services.

GoBackTV will be demonstrating Cable IPTV and other RetroVue features in the IPTV Zone, Stand IP334, at IBC2007 in Amsterdam. Verimatrix will be demonstrating VCAS for Cable IPTV at IBC2007 Hall 5, Stand 316.

### **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 digital video headend solutions, please visit [www.gobacktv.com](http://www.gobacktv.com).

### **About Verimatrix**

Verimatrix sets the standard for software-based content security and revenue enhancement technologies in pay-TV networks, with a global customer base of leading telecommunications providers. The Verimatrix Video Content Authority System™ (VCAS) offers a suite of next-generation technologies that protect content and enhance revenue streams, while combating digital piracy wherever it occurs within the distribution chain. The company's content security experts maintain close relationships with the major studios and broadcasters to help address the challenges facing pay-TV networks of today, and those of tomorrow. Verimatrix's customers benefit with most favorable access to premium content, enabling the richest, most versatile viewing experience for their digital video subscribers. For more information on why VCAS is the most widely deployed IPTV content security system with tier one operators, please visit [www.verimatrix.com](http://www.verimatrix.com).

Note: GigaQAM is a registered trademark and RetroVue is a trademark of GoBackTV, Inc. VCAS is a trademark of Verimatrix, Inc. DOCSIS is a registered trademark and EuroDOCSIS is a trademark of Cable Television Laboratories, Inc.

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