



## **FOR IMMEDIATE RELEASE**

### **DigiSoft announces General Availability of a Java Platform Micro Edition Client Solution for IPTV**

- *Collaboration with Sun Microsystems delivers the most open and flexible, IPTV middleware solution available today.*
- *Gives IPTV Service Providers control of all applications by leveraging vast Java technology community*
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- *DigiSoft announces license sales of over 1.5 million IPTV set top box middleware licenses*

**NAB, Las Vegas, NV, USA, April 11, 2008** - DigiSoft.tv Inc. announced today that they have signed a global Binary Value Added Partner agreement with Sun Microsystems for the distribution of a Java Platform Micro Edition (Java ME) based software stack for IPTV Set Top Boxes (STB's).

Sun's Java technology based media client combined with DigiSoft's advanced middleware solution for IPTV Set Top Boxes enables service providers to rapidly launch feature-rich, revenue generating high definition (HD) services such as Video and Music on Demand, karaoke, home shopping, network-based recording (NPVR) / time-shifted TV, games and more on a wide range of IPTV STB's with H.264 HD and SD video. Also supported is the latest encryption and watermarking technologies from selected partners. The combined DigiSoft / Sun software stack offers IPTV service providers the most open, cost effective, flexible IPTV middleware solution available in the market today.

DigiSoft further announced that it has already sold in excess of 1.5 million middleware licenses worldwide. Java technology-based STBs running DigiSoft's middleware solution will be rolled out across 30,000 retail outlets throughout 2008.

"Service Providers are now seeking more open and scalable middleware platforms that enable them to launch high quality HD applications and services to meet customer demand across large client bases. This will become a bigger issue as the mass adoption of HDTV sets worldwide means that operators and customers alike will demand services that make maximum use of this new format" stated John Allen, Chief Executive Officer, DigiSoft.tv.

"The combination of Sun's Java client technology and DigiSoft's middleware means that they can now scale their TV service rollout and achieve a much faster return on investment while having more control of their middleware and applications than ever before."

The use of Java technology for the software stack enables the creation of multi-platform (converged) Java applications for support on a range of Java-based devices, including Blu-ray Disc players, OCAP and other GEM-based set-top boxes, mobile handsets, and personal



computers while requiring minimal re-authoring, greatly simplifying application and service deployment.

“For over 10 years, Sun has been working with standards bodies, operators, and vendors to define a family of specifications for digital television applications and services such as OCAP/tru2way™ and BD-J, and we are now seeing great momentum in the deployment of products based on these open standards,” stated Jeet Kaul, vice president, Client Software Group at Sun. “We are very pleased to be working with a company with DigiSoft’s global experience and track record in delivering IPTV technology, and look forward to extending the presence of Java technology in the DTV marketplace with DigiSoft’s middleware solution.”

DigiSoft will be demonstrating its Next Generation IPTV Middleware at NAB Booth C1351.

#### **About DigiSoft.tv**

Founded in 2000, DigiSoft.tv is a leading global provider of carrier class solutions to IPTV operators. Leveraging our years of experience in the Broadcast market, DigiSoft delivers solutions from head-end to STB that allow operators to develop, test, manage and deploy next generation interactive television services. DigiSoft’s scalable solutions reduce the CAPEX required to launch differentiating IPTV services and increase ARPU.

DigiSoft.tv is a privately held company with headquarters in Ireland and offices in USA, UK, Singapore and New Zealand. The company is backed by leading venture capital firms and strategic investors.

For more information, please visit - [www.digisoft.tv](http://www.digisoft.tv)

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