



Press Release

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EdgeStream reveals the underlying technology powering its Global Video Content Delivery Network

Patented Multi-Source Video Streaming radically changes the CDN paradigm

EdgeStream, Laguna Niguel, California – April 14th, 2008 - EdgeStream's Video Content Delivery Network (VCDN) is delivering full length movies, TV shows and other short and long form videos in DVD and HD quality to audiences around the globe from just three data centers located in Los Angeles and New York using its patented multi-source video streaming technologies called Internet Congestion Tunnel Through (ICTT) and Continuous Route Optimization (CROS).

EdgeStream is changing the CDN Paradigm. The intelligent transport algorithms of ICTT and CROS mitigate Internet congestion and tunnel through or route around congestion to stream high quality video to any broadband connected computer or EdgeStream enabled TV in the world without relying on massive deployment of servers, radically changing the way CDN's operate.

"Now that we have been granted our patent, we can provide more details about how we are able to deliver DVD and HD quality video around the world, reliably and at low cost. In simple terms, the video data is processed into interleaved data files, which are then delivered using multiple network connections from multiple servers and networks to each client, where the data is then re-assembled and delivered error free to the media player. The client can switch each connection to different servers and networks if Internet congestion occurs, as often as necessary on a second-by-second basis. All of this happens automatically and transparently to the viewer. This handshake between our servers and client provides our customers with the highest quality, highest reliability and lowest cost video solution today delivering perfect video streams to any broadband enabled user in the world", said Vinod Sodhi, CEO of EdgeStream.

Several companies have switched allegiances from the established CDN's, "Nick Ludlow, Director of Horse and Country TV in UK (<http://www.horseandcountry.tv>), said, "Horse & Country TV entertains, informs and celebrates all aspects of the countryside and equestrian pursuits through high quality programming on television. Using the EdgeStream VCDN, we are now able to extend our reach beyond the UK and provide the same programming in DVD quality to a worldwide audience over the Internet".

Bobby K. Carter, CEO of Diversion Video Magazine who is ready to launch Diversion TV (<http://www.diversiontv.com>), a site dedicated to streaming action sports videos said "Our fans around the planet will stream DVD quality clips; a lot of excitement has been building in the action sports community about our launch. Millions of action sports enthusiasts will have access to their favourite videos no matter where they live on the planet."



Enrique Olives Director ABS-CBNi (<http://now.abs-cbn.com>), the largest Philippines Media Company who has been using the VCDN for over a year said, "EdgeStream's VCDN has allowed us to provide our popular movies and shows to our subscribers worldwide with a quality of service that is similar to watching regular TV".

The EdgeStream VCDN is fulfilling the dreams of every web video operator by providing a quality of service similar to private operators like Cable, Satellite and Telco TV with High Definition video streaming to global broadband audiences over the Internet at unprecedented prices.

"Just as an example, current streaming pricing in the marketplace for 50TB a month is between \$0.50/GB and \$0.40/GB. Our technology advantage lets us provide superior delivery, even at HD data rates, at < \$0.25/GB, saving mid-size customers thousands of dollars a month, and large customers can save even more" said Rajeev Sehgal, Chief Business Development Officer of EdgeStream. "Stay tuned, we are enabling new services with superior features in the coming months".

About EdgeStream

EdgeStream is a privately held California Corporation that has developed and deployed a disruptive full function Video on Demand and IPTV Delivery Network. Using its patented multi-source video streaming technologies, the company has launched a Global Video Content Delivery Network that content owners, content providers and distributors use to reliably deliver SD, DVD and HD quality videos to global audiences cost effectively.

For more information on EdgeStream, please visit our web sites at
www.edgestream.com