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For Immediate Release

Haivision's KulaByte and HyperStream Named Best of IBC2011 by TVBEurope and the IBC Daily

MONTREAL and CHICAGO — Oct. 3, 2011 — Haivision Network Video today announced that its KulaByte live Internet encoder and HyperStream live cloud transcoder were chosen by the editors of TVBEurope and IBC Daily for a "Best of IBC2011" award. The award program recognizes the best new product innovations on display at IBC2011 in Amsterdam. KulaByte and HyperStream were winners in the Production + Infrastructure category.

"The combined editors of TVBEurope and the IBC Daily represent by far the largest editorial team on the ground at IBC each year. Not only are they experts on the European market, but they have a unique insight into the IBC exhibitor community and a very broad perspective on the most innovative products at the show. Therefore, it's indeed a great honor that they chose our KulaByte and HyperStream systems for this prestigious award," said Mirko Wicha, president and CEO of Haivision. "For over-the-top encoding and transcoding, our KulaByte and HyperStream stand-alone and cloud-based solutions enable our customers to reach and retain audiences with higher video quality and less bandwidth consumption than ever before."

Haivision's KulaByte is an end-to-end streaming solution that allows users to extend and maximize their reach online. KulaByte features a proprietary end-to-end process that precision tunes every component from ingest to playback, for the ultimate live streaming video experience. The KulaByte live video encoding software is optimized to run on industry-standard X86 hardware with Blackmagic and AJA capture devices, and it is available in software form or in turnkey portable and rack-mount systems. Without requiring expensive accelerator cards or

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special hardware, the software delivers broadcast-quality live HD streaming video at a lower bandwidth than any other encoder on the market. Thus, it supports the industry's most flexible and highest quality live Web and mobile video streams.

HyperStream is the world's first live cloud-based video transcoding service, allowing users to deliver more streams to multiple screens from any encoder. HyperStream is capable of transforming live video source streams into the many formats and data rates required to distribute live video via the Internet, delivering the transcoded streams to every screen regardless of device, player, screen size, or bandwidth. With audiences increasingly consuming media on many different types of devices and networks, HyperStream provides high-quality, reliable, consistent output streams to the full range of playback devices, even from challenging low-bandwidth environments.

"Our Best of IBC2011 selections represent the smartest, most game-changing new products to be launched into the EMEA marketplace," said TVBEurope Editor Fergal Ringrose. "We firmly believe that TVBEurope's Best of IBC2011 Editor's Awards represent the most meaningful, unbiased, relevant, and market-focused selection in the industry."

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About Haivision Network Video

Haivision delivers advanced technology for streaming, recording, managing, and distributing secure IP video and interactive media within the enterprise, education, medical/healthcare, and federal/military markets. Haivision is a private company based in Montreal, Chicago, Beaverton, Austin, and Hamburg with a global sales and support organization distributing its products through value-added resellers, system integrators, distributors, and OEMs worldwide. More information is available at www.haivision.com.

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