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HD Over IP Deployed in Czech Republic: IPTV Provider MATTES AD Uses HaiVision H.264 MAKO Codec to Deliver New Barrandov TV Channel

hai1000™ Encoder and MAKO-HD™ Codec Provide Unrivaled Quality at Unbeatable Price

MONTREAL — March 31, 2009 — HaiVision Network Video, the world's leading vendor of high definition (HD) H.264 TelePresence codecs, today announced that the Czech Republic's MATTES AD, a leader in the country's video-over-IP (VoIP) market, is using the hai1000™ series encoder and MAKO-HD™ codec to enable IPTV delivery of the new TV Barrandov channel in HD.

Installed by MATTES AD at the TV Barrandov studio, the HaiVision system enables delivery of the new channel in uncompressed studio quality to subscribers of MATTES AD's 802.tv IPTV service. As TV Barrandov went to air in January 2009, MATTES AD subscribers were the only viewers in the Czech Republic to see its programming in full-HD resolution. Other broadcasters offered the downconverted SD signal.

"Our team enjoys pushing the limits of technology, and in the realm of HD broadcasting, we found that it was up to us to innovate and implement new technologies to make HD content widely available to viewers," said Jiri Banas at MATTES AD. "Only the HaiVision system met our criteria for a high-quality HD encoder with a reasonable price."

"HaiVision is certainly excited about assisting the Czech Republic to take a world leading position with regard to HD video over IP for consumers," expressed Mirko Wicha, HaiVision CEO.

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The HaiVision MAKO-HD encoder accepts the TV Barrandov studio's HD-SDI signal and outputs an IP stream that, in turn, is delivered over the company's FTTx network. The MAKO-HD supports up to 1080p HD with 70 milliseconds of end-to-end latency. With full control over encoding parameters, MATTES AD is able to address particular bandwidth constraints and content requirements as it delivers high quality video. When MATTES AD compared video encoded by various systems at the same bit rate, the stream from the HaiVision system showed a superior image quality.

MATTES AD worked with local systems integrator MediaStream to select the proper HaiVision products and configuration. With expertise in both networking and broadcast technologies, MediaStream was able to work with engineers at the TV studio and at HaiVision to ensure compatibility of the HaiVision encoder with the HD-SDI feed generated by the plant, and to make sure that all network issues were addressed appropriately.

Complete information on HaiVision products, including recent case studies and application notes, is available at www.haivision.com.

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About MATTES AD

MATTES AD, based in the Czech Republic district of Frydek-Mistek, was founded in 1991 as an IT company and five years later began offering Internet connectivity to residents and enterprises. The company was one of the region's first Internet service providers, and today the company offers "triple play" services and is a leader in the VoIP market. More information is available at www.802.cz

About MediaStream

MediaStream, founded in 2004, provides systems integration services to customers within the Czech Republic and can reference high-profile projects including the T-Systems PragoNet IPTV encoding solution, International Astronomical Union and Academy of Sciences of the Czech Republic content delivery solution, and the Technical Administration of Roads of the City of Prague content processing framework.

About HaiVision Network Video

Based in Montreal, Quebec, and in Chicago, Ill., HaiVision Network Video is a private company and a world leader in delivering the most advanced video networking technology and IPTV solutions. HaiVision's products are deployed worldwide within the foremost Fortune 100 companies, in the most rigorous military and defense applications, in healthcare facilities for video collaboration and training, for education and remote learning, in interactive broadcast applications, IPTV, and within the world's leading TelePresence suites. HaiVision distributes its products through value-added resellers, system integrators, distributors, and OEMs worldwide.

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