Netgem opens up partner programme

with its Home Cloud Software Development Kit

Paris, France – March 15th, 2011 – Netgem, an IPTV technology leader, has announced it has made its Home Cloud software development kit (SDK) available to application developers, Internet service providers and operator partners.

Netgem is further developing its partner ecosystem to enable third parties to take advantage of its IPTV 2.0 open architecture. This application framework is designed for the development of live and on-demand TV and multimedia applications. Using the open and fully documented APIs telecom operators and their partners can develop their local ecosystem of applications and services to differentiate their offering from competitors. Since Netgem is a pure technology vendor it does not interfere with the economics of the relationship between operators and developers, who are able to share 100% of the revenue.

Mr Fredrik Andersson, CEO of Netgem partner Accedo Broadband, said: "We've really benefitted from Netgem's SDK, it provides a simple interface which helps us to consolidate games and app development. This has cut the time to market for new titles to reach Netgem operators customers in Slovenia and Australia."

Highlighting the importance of multimedia applications, Mr Olivier Cechura, CEO of Wiztivi, said: "We have built a great relationship with Netgem based on mutual trust and knowledge sharing. The previous version of Netgem's SDK was of great help when we developed the User Interface for Toshiba Places and also for our Web apps, such as Dailymotion and Flickr. These demanding multimedia applications illustrate the maturity of the Netgem SDK to enable Internet content on the TV."

Mr Matevz Pogacnik, CEO of Multimediavision, said: "The user-friendly JavaScript-based tools we downloaded from Netgem's SDK, significantly shortened our learning curve for developing for the Netgem software platform. This proved really important when we were co-developing with Planet9 the Grooveshark music app for Telekom Slovenije since we were working to a very short timeframe. Using Netgem's SDK, we were also able to create a complete set of

applications such as News, sport results and weather forecasts that we are now looking to sell on to other Netgem customers."

Notes:

Netgem will showcase a range of service applications from third party developers on its stand at IP&TV World Forum. There will be demonstrations of new apps from developers with whom Netgem builds up strong relationships such as Accedo Broadband, that provides the largest available applications store for IPTV and Connected TV containing, for example, IPTV games, quizzes, puzzles, VOD, live TV, music, karaoke, lifestyle, sports, weather, social media and communication services, Wiztivi, an international leader in all aspects of the interactive television market, Zappware, a leading developer of off-the-shelf and custom-designed interactive digital television (iDTV) solutions for operators and broadcasters and Multimediavision who co-developed GrooveShark, the most inclusive and fully-featured on-demand music service on the Web, with Planet9.

To see these demos in action please visit **Stand #38** at IP&TV World Forum 2011 or go to: http://www.netgem.com/

To access the SDK, connect to http://developer.netgem.com