Jinni brings the Semantic Video Discovery to Netgem's IPTV solutions

Paris, France - August 24th, 2011 – Netgem, a leader in connected home solutions and technologies, and Jinni, developers of the only taste-and-mood based discovery engine for TV shows and movies, have partnered to offer end-users a new way of discovering and choosing content to watch on any connected screen within the home.

Embedded with Netgem's IPTV middleware, Jinni's semantic discovery and recommendation solution was especially designed to enable a superior user experience and taste profiling to help end-users find great VoD content to suit their taste and mood. Operators will rapidly benefit from this TV app and generate more revenues by pushing relevant programs to their subscribers.

Seamlessly integrated in Netgem's user interface, the Jinni discovery solution allows end-users to find movies and TV shows they will enjoy, based on their personal taste and mood at the moment. Jinni also enables meaning based natural language search for an intuitive user experience, far superior to the traditional genre content selection usually in place in VoD stores.

Yosi Glick, CEO and Co-founder of Jinni, said: "We are happy to partner with Netgem, and together power a new intuitive discovery experience. We share with Netgem their vision of making content accessible from all connected devices within the home, and believe end-users will greatly benefit from this new video content application."

Mr. Yann Courqueux, Chief Marketing Officer of Netgem, added: "Thanks to its innovative semantic discovery solution, Jinni powers a holistic suite of new discovery features, thus allowing viewers to find TV shows or movies according to their personal tastes or mood at the moment. This kind of applications is really transforming the way we select and consume content on TV."

Jinni and Netgem will showcase the application they have designed for IPTV operators at Netgem's booth B79 in Hall 4 at IBC in Amsterdam September 9-13, 2011.

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To arrange a meeting at IBC, please contact:
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About Jinni Media, Ltd: Jinni is the first and only taste-and-mood based engine powering video discovery. Using content genetics and nuanced understanding of user tastes, the Jinni engine powers a uniquely intuitive, personalized experience that increases content consumption and reduces churn. The Jinni service is powered by the Entertainment Genome, containing thousands of genes that are assigned to each title to describe mood, style, plot, setting and more – a rich alternative to the usual genre language. New titles are automatically indexed via analysis of user reviews and synopses, using a proprietary Natural Language Processing solution.

Jinni's content discovery solution was voted "Best Product Idea" at CableLabs last year. Jinni is a Webby Awards honoree, a Red Herring 100 Europe winner, an OnHollywood 100 winner, a SXSW Web Awards nominee, a TechCrunch Europas nominee and was selected as the best movie recommendation engine by CNET and Lifehacker. To see our award winning engine at work, visit www.jinni.com.

About Netgem: Leader in digital convergence technologies, Netgem provides its solutions to telecom operators enabling them to add value and services to their broadband offerings in a challenging multimedia and multi-screens environment. Based upon Netgem's hardware and software technologies, operators are able to develop innovative convergent services and a unique broadcast TV experience, enriched by the power of Internet. Netgem is present in more than ten countries around the world with an install base of more than 3 million. Netgem is listed on Compartment C of Euronext Paris Eurolist.

Website **:** www.netgem.com Twitter http://www.twitter.com/netgem/

ISIN : **FR0004154060**, Reuters : **ETGM.PA**, Bloomberg : **NTG FP**

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