

Netgem launches IPTV 2.0 at IP&TV World Forum

TV becomes Multi-Screen

Paris, France – March 3rd, 2011 - Netgem, an IPTV technology leader, will outline its “IPTV 2.0” strategy at the upcoming IP&TV World Forum in London and demonstrate its new Home Cloud software platform. This enables Telecom operators to deliver innovative new TV and video services to the connected home.

Telecom operators face a challenging reality with growing demands for multi-screen services within the home and consumers’ appetite for nonlinear multimedia content has grown exponentially. Netgem’s Home Cloud software platform will help operators respond to these challenges; it will enable users to share their video services across all screens in the home through a consistent and seamless user interface, and will provide innovative place shifting capabilities.

The shared video services include both legacy digital TV (pay or free) services and new *pure IP* services, such as video on demand and CatchupTV, leveraging Netgem’s proven expertise in hybrid TV systems.

To support its “IPTV2.0” strategy, Netgem will announce the availability of its Home Cloud Software Development Kit (SDK) at IP&TV Forum, the 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.

Netgem’s CEO, Christophe Aulnette said: “Traditional IPTV systems are under pressure. Many multi service operators are feeling the pinch from the vibrant pace of innovation in our industry, they need clear and pragmatic responses to the challenges they are facing in the broadband and PayTV markets. We are ready to share our innovation road map, which offers a clear and reliable business model, with our partners.”

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On stand 38, Netgem will be showcasing a broad range of new third party services and applications to demonstrate the openness of its Home Cloud solutions. Netgem's media server and multi-room solutions will also be exhibited at the show, with a focus on its PVR application for Connected TV.

As part of IP&TV World Forum's conference programme, Christophe Aulnette, Netgem's CEO, will highlight Netgem's open strategy. He will deliver Netgem's vision for the future of TV in a Leadership Insight session, "Connected TVs – IPTV 2.0: the Home Cloud" at 11.30 am on Wednesday 23rd March. For more information about Netgem's hybrid broadcast / broadband IPTV solutions, please visit **Stand #38** at IP&TV World Forum 2011 or go to: <http://www.netgem.com/>

Notes to editors:

Netgem's new IPTV 2.0 architecture uses embedded middleware to provide the richest possible TV experience. It gives operators the flexibility to manage (i) content (VOD, popular third party content, other Internet sites), (ii) networks (it is able to blend broadcast and broadband from DSL, Cable or Fibre) and (iii) multi-screen devices. It allows providers to build their business proposition around a horizontal model, rather than vertical integration. This provides freedom to choose content from a variety of sources and by using the STB as a server they can build device interoperability and content portability into their customer packages.

IP&TV World Forum is the leading European event for Hybrid, IP & Connected TV market and takes place at London Olympia between 22nd and 24th March. This year it will bring together more than 6,000 attendees and 150 exhibitors from across the IPTV ecosystem.

About Netgem

Leader of IPTV technology, Netgem provides its technology and 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 software technologies and hardware integration capabilities, 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 installed base of more than 3 million homes. Netgem is listed on Compartment C of Euronext Paris Eurolist.

Website : www.netgem.com Twitter <http://www.twitter.com/netgem/>

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