

FOR IMMEDIATE RELEASE

EVENTIS AND OPENTV INTRODUCE PRE-INTEGRATED VOD SOLUTION

*Working together, eventIS and OpenTV have created
an advanced VoD solution for cable operators*

Amsterdam, The Netherlands, 12 September, 2008 – eventIS, the Eindhoven-based Video on Demand (VoD) solution specialist, and OpenTV (NASDAQ:OPTV), a leading provider of advanced television services, have partnered to deliver a leading end-to-end cable VoD system. Together they are providing cable operators a proven VoD solution that allows them to differentiate their services with advanced features. Both companies are showcasing the solution, which incorporates functionality such as high-definition, start-over TV and catch-up TV, at stands 4.C50 (eventIS) and 1.C81 (OpenTV) at the International Broadcasting Convention (IBC) from September 12-16 in Amsterdam.

The system is based on the eventIS VoD back office solution featuring PRODIS and TRAXIS, as well as on OpenTV Core2™ middleware and the OpenTV HTML browser solution used in numerous cable VoD deployments worldwide. The eventIS back office looks after content and transaction management and includes pre-packaged VoD content available on a free, subscription and pay-per view basis. It also includes off-air content capture, accessed through both start-over and catch-up TV services. The OpenTV client middleware solution supports rapid deployment of visually rich applications across a diverse range of set-top boxes. This includes support for HTML based applications, which offer cable operators the ability to create VOD store fronts using the latest Internet technology.

“This demonstration is another example of how OpenTV continues to lead the television transformation through key partnerships like the one we have with eventIS,” said Tracy Geist, OpenTV’s Senior Vice President of Market Development. “Together, we are offering a proven VoD solution that supports advanced features and enables cable operators to differentiate their services.”

“We are developing solutions to make TV personal,” said Erwin van Dommelen, CEO, eventIS. “This partnership with OpenTV perfectly complements that goal and has already led to several installations around the globe.”

The eventIS and OpenTV solution is already being deployed at several major cable operators around the world including Ziggo in the Netherlands, VOO in Belgium and Starhub in Singapore. The solution is also planned for deployment with a large operator in Austria.

About eventIS

eventIS is making TV personal. The number of programs available via broadcast and on-demand will soon reach several hundred thousand. To transform content overload into a compelling and personal TV experience operators need to manage and distribute program, schedule and user metadata in completely new ways. eventIS is a key independent provider of operator-friendly, broadcast quality content promotion solutions to many leading operators. Our multi-platform integrated range of open standard tools are helping to drive business growth through schedule management, EPG and VoD catalogue generation, transaction management and service assurance systems. News from eventIS is located at www.eventIS.nl

About OpenTV

OpenTV is one of the world’s leading providers of advanced digital television solutions dedicated to creating and delivering compelling viewing experiences to consumers of digital content worldwide. The company’s software has been integrated in more than 111 million digital devices around the world, and enables enhanced program guides, video-on-demand, personal video recording, enhanced television, interactive and addressable advertising, and a variety of enhanced television applications. For more information, please visit www.opentv.com.

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