

## Streaming21 Announces Next Generation Mobile Streaming Solutions

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### Powerful 3G Relay Server to Deliver Rich Multimedia Content over 3G/GPRS Networks

San Jose, Calif. – July 12, 2006 – Streaming21, the world's leader in broadcast-quality streaming solutions, today announced the availability of 3G Relay Server, a carrier-grade mobile streaming solution that allows mobile operators and content providers to deliver multimedia contents to mobile phone subscribers over GPRS and 3G networks. A variety of video-driven services can be implemented to explore new revenue schemes in mobile services, such as mobile TV news, mobile multimedia entertainment, live sports events, real-time video surveillance, traffic monitoring, and mobile e-learning, etc.

While it is already possible to deliver rich media contents over 2.5G and 3G mobile networks such as GPRS, CDMA2000 and WCDMA, existing solutions on the market make it difficult to scale up cost-effectively the amount of content throughput and mobile viewers. Streaming21 3G Relay Server is an important tool to scale up rich media content delivery service to thousands of content providers and millions of users.

The 3G Relay Server adopts 3GPP/3GPP2 and RTP/RTSP standards, thus making it possible to retain the current software & hardware investment while extending the total system capacity. This open-platform solution also allows service providers to choose from a large selection of server hardware vendors that best meet the deployment requirements. With this powerful 3G Relay Server, carriers now are able to provide compelling mobile multimedia services to attract more subscribers at a much lower cost.

The mobile video market is expected to grow significantly in coming years. According to a new report from In-Stat, "The worldwide 3G subscriber base is expected to grow from 29.1 million in 2004 to 540 million in 2010." The market drivers are the strong pushes by influential carriers like NTT DoCoMo, KDDI, Hutchison 3G and SK Telecom, and more recently Vodafone and Verizon Wireless, who have invested tremendous resources to drive 3G services among their subscribers. The integration of fixed and mobile networks is also the worldwide trend for operators to build a ubiquitous network society.

"Today's increasingly digital entertainments open vast possibilities for vendors on the Fixed-Mobile-Convergence (FMC) value chain. Almost every Telco in the world sees video services as a new revenue-generating service to increase ARPU. Streaming21 is the world's leading solution provider to deliver video services over FMC & open networks. Our solutions successfully enable fixed, mobile, or xSP operators to generate revenues from services delivered across heterogeneous networks. Streaming21's groundbreaking technologies enable digital video entertainment anytime, anywhere and on any device. The key competitive differentiator for us to supersede competitors is to offer these breakthrough innovations," said Dr. Joe Lin, President and CEO of Streaming21.

Streaming21's 3G Relay Server enables the delivery of jitter-free streaming packets over broadband networks with astonishing high-quality videos. Its end-to-end solutions bring together all resources that operators need to deploy carrier-class services for 3G & FMC services. Thus, operators can enjoy commercial success and maximize their revenues from fixed & mobile services.

Streaming21's 3G Relay Server is available immediately. The solution is compatible with a large number of mobile phone sets that support GPRS or 3G, and it also runs successfully on a number of 2.5G and 3G mobile carriers' networks.

#### About Streaming21

Streaming21 is the world leader in providing interactive IPTV solutions over Fixed-Mobile-Convergence (FMC) and open networks. The solutions successfully enable fixed, mobile, or xSP operators to generate revenues from services delivered across heterogeneous networks. Streaming21's groundbreaking technologies enable digital video entertainment anytime, anywhere and on any device. Built upon a revolutionary and patented architecture, Streaming21's solutions enable the

deployment of rich-media services with carrier-class scalability, 24/7 operations, and broadcast-quality delivery. The solutions use standard hardware to lower the total cost of ownership and can deliver content to more users concurrently with patented technologies. The platform is open and flexible to readily integrate value-added services. To learn more about Streaming21's solutions and industry leading partners, please call +886-2-2500-0680 or visit [www.streaming21.com](http://www.streaming21.com).

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