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BroadbandVideo Launches New Streaming Video Product
Customers can now manage their own Video Content

Englewood, CO – January 6, 2003 – BroadbandVideo, a full service streaming media provider, today announced the launch of their new BroadbandVideo Broadcasting System.

This new system allows customers to manage all aspects of their streaming video content through an easy-to-use web-based interface. The Broadcasting System was recently chosen as a finalist in the 2002 Colorado's Most Innovative New Products competition sponsored by the Denver Business Journal.

“The problems with streaming media are fairly obvious”, says Jock Mirow, co-founder of BroadbandVideo. “Most people who have experimented with video on the web have been sorely disappointed. Small, jerky pictures, long inaccessible clips and lack of any real controls have been the hallmark of a media torn apart by issues of compatibility and bandwidth”.

By creating a multiple bandwidth standard, database/time code control elements and customized HTML-based players, BroadbandVideo has been able to re-create the broadcast experience on the PC – “Just click and play”. These feature sets have been combined with the new Broadcasting System interface, which empowers the content owner to become the producer and decide what elements to use where, what they look like and how they act. Insert graphics, text, flash animations and literally any other elements imaginable and trigger those elements by events that happen in the video. Program commercials, promos, opens, and closes just like a television broadcast station. In fact, the Broadcasting System was designed to mimic how a real television broadcasting station works.

With these powerful new, low-cost tools and the help of BroadbandVideo, every content owner can now afford to have video on their website for marketing, training, corporate messaging and many other applications.

About BroadbandVideo

BroadbandVideo is a full service streaming media provider offering hosting, customized “players”, management frameworks and in-house video encoding from a variety of formats. For more information and to view technology demos, please visit us online at <http://www.broadbandvideo.com>.