

## **FOR IMMEDIATE RELEASE**

### **Dreampark and Ekioh Partner to Deliver 3D User Interfaces**

**AMSTERDAM, IBC 2009 (September 10, 2009)** -- Dreampark, one of the leading IPTV middleware providers in the European market and Ekioh, a leading developer of compelling end user interface engines, announced today a partnership that will bring 3D user interfaces to consumers.

Both companies have built their core product offering on future proof technology including Web 2.0 standards and flexible and open user interfaces. Dreampark's flagship middleware product Dreamgallery™, their SVG client and Ekioh's user interface (UI) solutions for embedded systems together create a platform that enables operators to easily customize their user interface to the specifications they need for their target demographic.

Dreampark is showcasing Dreamgallery™ at IBC 2009 in Amsterdam, booth 4.B70. Ekioh will also showcase its UI Engine at the Accedo Broadband booth, # IP621 in the IPTV Zone.

"Dreampark is committed to the ongoing maturity and market adoption of SVG and Ekioh is at the forefront of creating advanced user interfaces based on Web 2.0 standards," said Björn Lang, CTO Dreampark. "Together, both Ekioh and Dreampark will develop the next generation of SVG UIs that includes 3D so that we can provide operators with the tools they need to give customers the user interfaces they have come to expect today in their TV experience"

" Dreamgallery™ already makes impressive use of the speed and SVG functionality that our UI engine offers," said Piers Wombwell, CEO, Ekioh. "Dreampark together with Ekioh will enable operators to offer fast, compelling UIs with the minimum of effort."

Dreamgallery™ is a software suite for operators aiming at providing services over IP networks. It sets a new standard when it comes to user friendliness and "TV feel" and it provides a true "What-You-See-Is-What-You-Get" graphical user interface. Dreamgallery™ is installed in several large-scale commercial operations and is committed to the SVG standard because of its ability to optimise the speed and performance of IPTV services for operators.

The Ekioh UI Engine is the most advanced user interface engine, available for any embedded device such as a television, Set Top Box (STB), mobile phone or portable media player. Utilising the latest Web 2.0 standards from the W3C, the Ekioh UI Engine can provide a user experience second-to-none, with a completely customizable user interface and comprehensive integration with media controls. The Ekioh UI Engine is built upon existing Scalable Vector Graphics (SVG) standards, allowing simple generation of content using well-established tools.

#### **About Ekioh**

Ekioh designs and develops user interface software for embedded systems. The Ekioh UI Engine delivers fast, responsive user interfaces based on the SVG standard, and the Ekioh Browser is an advanced web browser supporting the latest HTML standards.

Based in Cambridge, UK, Ekioh makes it easy to develop compelling user interfaces for consumer devices. The Ekioh team has many years of experience developing user interface software for embedded systems, including JVMs and JavaTV, HTML and SVG.

#### About Dreampark

Dreampark's Dreamgallery™ is the most deployed IPTV middleware in Europe. Dreamgallery™ is a robust and revenue-generating solution delivered to some of the world's first commercial IPTV deployments. Clients include Boxer, Canal Digital, Dansk Bredbånd, Magnet Networks, Next Gen Tel, Teracom and ViaSat.

Dreamgallery™ maximizes operator flexibility by taking advantage of the powers of the HTML and SVG standards. It is the natural choice for operators wishing to move faster than the competition in order to create unique differentiators. It permits operators to base their solutions on standards, rather than being locked in to a proprietary platform. The offline administrations module gives operators full control of their TV portals, providing the necessary tools to set up interactive services without the need of consultants. Graphical flexibility is virtually unlimited thanks to the concept of generating pictures out of templates on the server side.

Dreampark's strong commitment to provide the best performing browser-based client on the market is based on end user research and has resulted in a unique combination of outstanding user friendliness, openness, flexibility and TV application feel. For more information, please visit [www.dreampark.com](http://www.dreampark.com).

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