



FOR IMMEDIATE RELEASE

Dreamgallery™ Supports Over-The-Top Services

Company Opens up Choices of Platform to Service Providers

NORRKÖPING, Sweden – Dec. 3, 2009 – Dreampark (www.dreampark.com), one of the leading providers of Middleware for any platform - cable, terrestrial or IPTV - in the European market, announced its supports for Over The Top Services. The company continues to expand its offering to service providers by allowing for diverse next generation User Interface for TV and content platforms.

Over The Top (OTT) is considered the latest solution in streaming media and telecommunications networks and allows for a broader scope of television, video content and social media offerings to subscribers. The Dreamgallery platform facilitates multi-platform TV offering even for service providers who do not have access to the appropriate network infrastructure to guarantee bandwidth but aim to provide continuous content directly to existing and prospective customers and OTT is an important part of this offering.

The Dreamgallery™ software suite enables operators to present their customers with cutting edge IPTV services over IP networks and/or different type of hybrid solutions, as well as Over The Top services. Delivering content Over-The-Top is a new prospect for operators who strive to broaden the scope of their television offering to subscribers that is not achieved by current networks and for those service providers who do not have access to the appropriate network infrastructure.

Dreampark's next generation portal enables operators to utilize OTT services and web content to give their customers a unique viewing experience. It is necessary to have the same user interface in both the controlled environment, such as IPTV, and in the OTT environment so that operators can keep the same branding across the user interface. Dreampark's user interface may be designed to provide the subscribers with an identical look and feel for both services, making it easier to move back and forth between OTT and Managed IPTV service. The ease of use also allows customers to find new content in a recognizable way.

Dreamgallery™ has established itself as an innovative solution for all TV viewers. The next-Generation User Interface based on SVG (Scalable Vector Graphics) gives customers a new and improved experience in television viewing, providing outstanding performance for HD and SD graphics. The Dreamgallery software is using native web technology and is a browser-based solution, based on W3C standards, and provides facilities to easily port existing applications to the TV environment. This provides Operators with a unique possibility to make use of the existing services and content in the TV environment which has previously been a very complicated and costly task, especially for non-browser-based solutions. The suite is currently in large-scale commercial operations in various installations, has been proven to accommodate future technical growth and service expansion.

About Dreampark

Dreampark delivers TV on Your Terms. 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. Dreampark's Dreamgallery™ maximizes operator flexibility and performance by taking advantage of the powers of open standards, such as HTML and SVG, combined with a comprehensive SDK this allows operators to get full control of their TV portals for customization and regionalization. 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.

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