



## News Release

### VERIVUE ENHANCES PORTFOLIO OF MEDIA DISTRIBUTION SWITCHES

#### **New MDX 9020 Offers Operators Greater Degree of Flexibility and Choice**

**Westford, MA (March 30, 2009)** – Verivue, Inc. today announced the expansion of its media distribution portfolio with the introduction of the MDX9020 Media Distribution Switch. The mid-range MDX 9020 extends the industry-leading performance of the MDX 9200 to a compact form factor, allowing operators to choose the most optimal-sized platform for a broad range of video network deployments.

Like the high capacity MDX 9200, the new MDX 9020 is built on a network platform, combining scalable network transport with media storage and streaming. It features the VueStor™ solid state storage subsystem, a fully integrated shared storage solution built directly into the chassis. Based on Flash Memory technology, VueStor has no moving parts, resulting in an energy efficient storage solution that offers significantly higher streaming performance when compared to hard disk drives or conventional solid state drives (SSDs).

The MDX 9020 leverages the same operating system as its MDX 9200 companion, allowing Verivue's Intelligent Content Distribution software to operate seamlessly across both platforms. The two models can be networked together over an IP backbone to operate as a content distribution network (CDN), with each node interoperating to dynamically move popular content closer to the subscriber and deliver on any screen, whether the computer, television or mobile device.

The MDX 9020's small footprint makes it ideal for edge deployments. Pushing popular content closer to the network edge decreases the load on the backbone, lowering delivery costs.

"We know that IP video traffic is growing rapidly as services advance across an array of consumer devices," said Jeff Heynen, Directing Analyst, Infonetics. "The Verivue approach enables video service providers to manage all of their various content delivery requirements from a unified and switched platform, which will be critical for providers to efficiently deliver the breadth of on-demand content subscribers expect.

#### **The MDX Family of Products**

## Verivue/2

The new MDX 9020, designed for deployments that require mid-range scale, provides the same features and performance of the MDX 9200 in a compact 3 rack unit (RU) form factor. It operates up to 20 Gbps, supporting from 2 to 8TB of solid state storage. Interface options include 10 Gigabit Ethernet and 1 Gigabit Ethernet.

The MDX 9200 provides scalable capacity for thousands of video streams, making it the ideal media distribution switch for high-capacity video head offices and data centers. Its modular chassis features a media fabric that operates from 20 to 200 Gbps, supporting from 2 to 24TB of storage in a compact 14 rack unit (RU) form factor.

Because both products share a common hardware, software, and network management architecture, operators benefit from investment protection as their storage and streaming requirements grow.

“Verivue understands there is no one-size-fits-all solution”, said Jim Dolce, CEO of Verivue, Inc “To meet rapidly changing media distribution requirements, operators need a solution that is both flexible and modular. In combination with the MDX 9200, this new platform further strengthens Verivue's position in the video distribution and delivery market while offering operators a greater degree of choice and flexibility”.

The Verivue MDX family of products will be showcased in the ARRIS booth (#1121) at The Cable Show '09, April 1-3 in Washington, D.C. The MDX 9200 model is available now, while MDX 9020 availability is planned for later this year.

### **About Verivue**

Headquartered in Westford, MA, Verivue, Inc. develops and markets high-performance IP platforms that enable network operators to distribute, deliver and manage enormous amounts of IP-based media traffic across a growing and diverse number of end devices. The Company offers solutions for Internet video, cable video and IPTV applications. Additional information about Verivue products and services can be found at [www.verivue.com](http://www.verivue.com).

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