



Packet Vision Teams with RMI to Deliver the Next Level of Targeted Television Advertising

FOR IMMEDIATE RELEASE

IBC, Amsterdam – 13 September 2008: Packet Vision, the pioneer of advanced video advertising, today announced the next generation of its addressable television advertising solution will be powered by RMI Corporation, a leader in high performance processors for communication and media. The announcement was made in Amsterdam at IBC 2008, the leading event for professionals involved in the creation, management and delivery of entertainment content.

Packet Vision's addressable television advertising solution, the PV 1000, is a fully integrated appliance with ad server, splicer and router, which enables advertisers to target different ads at different audiences simultaneously. At the heart of the solution is the VIDEO SWITCHING ENGINE, providing unparalleled throughput and architected for multiple streams. The solution delivers levels of performance usually associated with much larger systems. Targeted, addressable advertising over IPTV introduces the accountability and efficiency of internet advertising to television.

Packet Vision's PV 1000 utilizes the high-performance, highly integrated XLR Processor™ from RMI. An 8-core, 32-threaded device, RMI's XLR732 Processor consists of an innovative set of XLR™ cores enabling up to 32 threads, or virtual CPUs (vCPUs™), in a single chip. The XLR's enhanced MIPS64® compatible cores implement fine-grained, 4-way multithreading combined with a multi-level hierarchy of caches, autonomous accelerators, and point-to-point interconnects for data and message transfers. The interconnects' full-speed operation augments application scalability and closely integrates the XLR's high performance main memory controllers, level-2 caches, 10Gbps accelerated security operations, and accelerated networking interfaces to deliver a processing solution running at frequencies of 800MHz – 1.2GHz optimized for maximum throughput and workload efficiency.

Patrick Christian, CTO and founder of Packet Vision said: "Packet Vision software is fundamentally architected for a multi-processor hardware platform. The multi-core, multi-threaded XLR Processor Family from RMI hits all of the nails on the head for us. It is built on a

robust multi-processor concept, based on MIPS and demonstrates exceptionally high performance. We have been pleased with the ease of design and with RMI's technical support during our development process."

Behrooz Abdi, president and chief executive officer, RMI said: "We are delighted to be working with Packet Vision representing the creation of a very advanced next-generation video system with our standard, production-proven XLR Processor Family. Their architecture and development teams quickly recognized the advantages of XLR, such as high throughput and scalability, in implementing the Video Switching Engine. The development has gone very smoothly, and we look forward to tremendous success for Packet Vision at IBC and in the future."

About RMI

RMI Corporation is a fabless semiconductor company providing High-Performance Super System-on-a-Chip (SuperSoC™) Processor solutions for the Infrastructure, Enterprise, and Consumer Media markets. Applications include Wireless, Networking Security, Thin Clients, and Connected Multi-Media. RMI offers a broad platform of advanced MIPS-compatible processor solutions with both 32/64-bit architectures supporting frequencies from 300MHz to 1.2 GHz. RMI is headquartered in Cupertino, CA with branch and subsidiary operations in Texas, United Kingdom, France, India, Korea, Japan, Taiwan and China. More information about RMI can be found on the company's website at <http://www.RMICorp.com>

About Packet Vision

Packet Vision is the pioneer of advanced video advertising. Its managed advertising service provides highly granular targeting on the basis of lifestyle and location over IPTV. As the service develops it will also include mobile TV, web TV and future video platforms.

Packet Vision has developed an innovative delivery platform based on IP technology, together with a low-risk, low capital-investment business model. It allows generic commercials to be replaced with specific, targeted ads, achieving a high level of granularity. The service supports local ad insertion, and enables advertisers to select their audience on the basis of lifestyle, location and viewer behaviour. The same ad avail can then be sold many times over, substantially increasing its value per home and improving the relevance of advertising for TV viewers.

Since its launch in 2004, Packet Vision has announced commercial trials in the United States and Europe, and has partnered with market leading IPTV network operators, broadcasters, advertising agencies and advertisers. The company has offices in the UK, the US and France. Packet Vision was recently named as a winner of the Red Herring 100 Europe.

For more information, please visit www.packetvision.com

Media contacts:

RMI

D. Christopher Keil

Tel: +1 408 439 2852

Email: Ckeil@RMICorp.com

PacketVision

Maxine Ambrose/Teresa Horscroft
Ambrose Communications

Tel +44 (0) 7785 280930

Email: packetvision@ambrosecomms.co.uk

© Copyright 2008 RMI Corporation. All rights reserved. RMI Corporation, RMI, the RMI logo, XLR, XLS, XLR Processor, XLS Processor, vCPU, SuperSoC, and the other trademarks named on the RMI website are trademarks of RMI Corporation. All other trademarks are the property of their respective owners.