



For Immediate Release

Arts Alliance Media selects Rhozet technology for VOD screenings at Berlin International Film Festival

Santa Clara, Calif. (February 5, 2007) – Rhozet Corporation today announced that its Carbon Coder video transcoding technology has been chosen by Arts Alliance Media (AAM) for use in its video-on-demand (VOD) screenings where buyers can view films featured in Berlin's European Film Market (EFM) this week.

AAM is Europe's leading provider of digital film and entertainment distribution services and has found Rhozet Carbon Coder's enhanced productivity features, scalable design, as well as its cost-effective price play an important role in the company's VOD and Electronic Sell-Through services. At the EFM, Carbon Coders are being used in a multi-node "farm" configuration to automate and speed up the transcoding process for the on-demand screenings in the Arts Alliance Media Digital Lounge in the Martin Gropius Building, the main location of the EFM.

"We're thrilled to play a role at one of the world's leading film festivals," said David Trescot, CEO of Rhozet. "And we're impressed with AAM and their ability to demonstrate the latest in digital technology at such an important event."

Rhozet Carbon Coder is a universal transcoding application that facilitates the transfer of media between acquisition, editing, playout, archive, web, mobile and more. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm. Carbon Coder provides high-performance, scalable and cost-effective transcoding for a broad range of business environments, from specialized studios to enterprise-scale installations.

About Arts Alliance Media

Arts Alliance Media (AAM), based in London, is Europe's leading provider of digital film distribution services, dedicated to building a European digital network to deliver film to the cinema, to the home and between industry players. For more information, visit: www.artsalliancemediacom.com.

About Rhozet Corporation

The Rhozet Corporation is dedicated to providing video and broadcast professionals with accelerated high-quality media transcoding solutions. Rhozet offers both off-the-shelf and customized software configurations for the production and content delivery markets. For more information about Rhozet please contact the company at 408-246-3338 or visit the company Website at www.rhozet.com.

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