



For Immediate Release

DayPort Integrates Rhozet Transcoding Technology into Leading Content Management and Delivery Solution

Rhozet transcoding technology helps DayPort meet the increased demand for content on new media platforms from clients such as British Sky Broadcasting (BSkyB)

Santa Clara, Calif. (February 20, 2007) – Rhozet Corporation today announced that its video transcoding technology has been selected by DayPort for use in its leading content management and delivery solutions for advertising agencies and broadcasters. This integrated solution is now available and has already been adopted by companies such as BSkyB [NYSE/LSE - BSY] in London. DayPort's Carbon solutions incorporate Rhozet's transcoding technology to allow customers like BSkyB to rapidly deliver video content to multiple destination platforms with maximum efficiency.

The Dayport Carbon Publish solution at Sky News Active enables seamless preparation, management and delivery of Sky News content in multiple video formats, resolutions, and aspect ratios to content viewing platforms such as mobile phones, iPods, and broadband customers. One of the delivery platforms is the Transvision system, which will be showing Sky News content to more than three million people each week on giant screens located in rail terminals across the UK. Rhozet's Carbon Coder transcoding engine provides the back-end transcoding utilized by the DayPort Media Services architecture that is part of the Carbon Publish solution.

"We have been impressed with the speed of Rhozet's transcoding technology," said Cory Factor, CEO of DayPort. "And the XML-based developer interface allowed us to rapidly integrate it into our Carbon Publish product. Our customers, including Sky, now have accelerated, transparent transcoding."

"We're delighted that Rhozet transcoding technology is now playing such an important role in DayPort's leading content management and delivery solutions," said David Trescot, CEO of Rhozet. "We are committed to providing our partners cost-effective and easily deployed transcoding solutions."

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 DayPort, Inc.

DayPort, Inc is a leader in IP streaming video, content management and media collaboration workflow solutions. DayPort's innovative technology is designed to make its clients' web and broadcast based content management systems and publication solutions more efficient and profitable while providing choice, convenience, and a high quality experience to operators and end users. For more information about DayPort visit www.dayport.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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