



For Immediate Release

Incited Media and Rhozet Deliver Video-On-Demand of MTV's Video Music Awards

Fans can watch a video-on-demand version of the star-studded 2006 MTV Video Music Awards and VMA Live: Backstage Uncensored on MTV's Overdrive broadband network, thanks to Incited Media and Rhozet Carbon technology

San Jose, Calif. (August 29, 2006) – Rhozet Corporation today announced that Los Angeles-based production company Incited Media has selected Rhozet's powerful Carbon transcoding solution to bring MTV's prestigious Video Music Awards and the new VMA Live: Backstage Uncensored to MTV's Web-based Overdrive broadband network within hours of this week's live event.

To help Incited Media bring the video to the Overdrive broadband network as soon as possible, Incited Media is using the Rhozet Carbon Server for immediate transcoding of content. Incited Media is using Rhozet's Carbon Server to control a network of Carbon Coder transcoding nodes. This transcoding "farm" enables Incited Media to create multiple video-on-demand files at the fastest possible speed. Incited Media production staff will be on site at the event and will rapidly encode the live broadcast into high-quality Flash and Windows Media streams at a variety of data rates at over four times faster than real-time. Incited Media will also use Carbon Server to encode the event for video-on-demand viewing through Microsoft Windows XP Media Center Edition 2005 and Media Center Extender for Xbox.

"Rhozet makes it possible for us to deliver the multiple format support and fast turnaround for on-demand viewing from live events that our clients require," said Ben Rolling, co-founder of Incited Video. "VOD production that used to take a few days is now accomplished in a few hours with Rhozet's Carbon technology."

"What our customers can accomplish today using Rhozet Carbon Server gives them the edge in the highly competitive VOD production market," said David Trescot, CEO of Rhozet. "Incited Media is a perfect example of the modern production facility that combines computer networking, video engineering and television production to create high-quality productions in a cost-effective manner. We're thrilled that Rhozet is a part of Incited Media's workflow."

Rhozet's Carbon Server manages any number of Carbon Coder transcoding engines to greatly accelerate the conversion of media from one format to another. Carbon Server allows for automated processing of high-volume transcoding tasks, managing job distribution, job prioritization, load balancing, FTP transfer, status monitoring, and job notification. All interaction with the server software is through an administrative Web interface that can be conveniently accessed from remote machines.

About Incited Media, LLC

Incited Media is a Los Angeles-based production services company specializing in streaming media. Incited services include on-demand encoding, live streaming, video production and DVD creation. For more information about Incited Media's services please contact the company at 323-935-3482 or visit www.incitedmedia.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 408-432-3333 or visit the company website at www.rhozet.com.

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