



Press release:

Netvue installs Exterity IPTV at Sony BMG Music

2 Oct 2008: Netvue has installed an IPTV system at the new UK headquarters of Sony BMG Music Entertainment in Kensington, London.

The IPTV system streams live broadcast television channels from Freeview and Satellite using Exterity TVgateway and Pro-Encoder products, distributed across Sony BMG's local area network. The channels are available for viewing on LCD screens all around the building as well as on computer desktops using Exterity's avediaCentre.

Netvue installed and configured rooftop equipment and Exterity head-end equipment as well as supporting Sony BMG in rolling out the IPTV receivers and desktop applications.

Mike Blacklee, Facilities Director for Sony BMG, said that he chose an IPTV system "because it made sense to use the IT network infrastructure as a delivery mechanism for digital quality pictures in our flagship headquarters building."

Jonathan Rackowe, Netvue Technical Director explained, "Sony BMG saved themselves the labour and expense of installing hundreds of metres of coaxial cables by choosing IPTV,

and they gained all the benefits of IPTV, such as video on the computer desktop".

Colin Farquhar, CEO of Exterity, commented, "As the market leading building IPTV company, Exterity is improving the way live television and video are distributed around buildings. Companies like Sony BMG are realising that IPTV represents significant technological and financial benefits, compared with problematic coaxial systems."

Netvue can be visited at www.netvue.co.uk

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About Netvue:

Netvue specialises in new technology IPTV and Digital Signage solutions. Netvue IPTV systems distribute live broadcast TV, streamed video channels and Digital Signage all around a building on the computer network. There is no need for co-ax cabling and the systems have the added benefit that users can watch TV and video on computers as well as LCD and Plasma display screens.