



For Immediate Release

Dreampark Brings Maximum Out-Of-The-Box Flexibility To Operators at IPTV World Forum

Dreampark's front-end solution complements existing middleware solutions to provide the most flexible solution to add new applications or to customize the User Interface.

LONDON – IPTV WORLD FORUM – March 17, 2010 – Dreampark, one of the leading IPTV middleware providers on the European market, announced today the availability of its Dreamgallery™ IPTV middleware as a front-end solution to complement an operator's existing middleware. Based on the need for a more flexible middleware, Dreampark is offering this front-end only client that can be integrated with another middleware provider's back-end. The company will be talking about the front-end solution option at IPTV World Forum taking place March 23-25 in London.

Today, many Operators have launched interactive TV services but may have found that their solutions are lacking in flexibility and user experience compared to the current generation of Middleware solutions available. For an operator to do a complete change out of the entire TV infrastructure it is extremely complicated and costly. In order to retain the investments already made, Dreampark's front-end solution offers a new approach to solve this issue by allowing operators and system integrators to use the Dreamgallery™ TV client together with their existing back end.

The Dreamgallery™ system goes one step further in allowing the operator to see the changes take effect in real-time on the actual Device that is used by the subscribers. Once the verification is done the operator may publish the new additions and/or changes to all subscribers. Dreampark calls this "What-you-see-is-what-you-get." Operators need to be able to create a business portal and do changes in the portal as well as push out revenue generating services, without being dependent on the middleware supplier.

The solution has already been successfully implemented by both Global NEP/System Integrators and television operators across Europe.

"The launch of the Dreamgallery™ Front-end solution has been driven by demands from Operators and System Integrators. We saw the need to offer a front-end only client to give operators more flexibility to adapt to changing market demands and to be in control of both the Look-and-Feel as well as the contents of the Portal. This becomes more important when competition among the operators increases," said Per Skyttvall, CEO, Dreampark.

Visitors to the Dreampark stand, number 169, at IPTV World Forum in London will experience the power of Dreampark's next-generation Middleware, a new and improved experience in television viewing, providing outstanding performance for HD graphics. Dreampark's Dreamgallery™ middleware allows television subscribers to use the best possible solutions available with operators now able to offer the best performance and solution for their subscribers with SVG (Scalable Vector Graphics) from Dreampark.

About Dreampark

Dreampark delivers TV on Your Terms. Dreampark's Dreamgallery™ is the most deployed IPTV middleware in Europe on any platform and any environment – cable, terrestrial or IPTV. Dreampark's Dreamgallery maximizes operator flexibility and performance by taking advantage of the powers of open standards, such as HTML and SVG, to give operators full control of their TV portals for

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customization and regionalization. Dreampark's strong commitment to provide the best performing browser-based client on the market is based on end user research and has resulted in a unique combination of outstanding user friendliness, openness, flexibility and TV application feel. For more information, please visit www.dreampark.com.

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