

NIVEUS

PRESS RELEASE

Niveus TV Everywhere Solution Now Supports Live Cable TV

The Niveus Connected Platform software suite enables the secure streaming and persistent storage of premium television content across the home network to a wide range of consumer devices.

Keystone, CO – CableLabs® Summer Conference 2011 – August 7-9, 2011 – Niveus is excited to announce that the Niveus Connected Platform (NCP) now supports live cable television, enabling cable subscribers to securely stream and store premium content from their DVRs or CableCARD™ tuners across the home network to a range of enabled consumer devices including PCs and Tablets, with support for Mobile and Smart TV devices in early 2012.

Designed for compatibility with both Cable & Satellite services, the Niveus Connected Platform is built upon DLNA Interoperability Guidelines and leverages open standards such as UPnP & DTCP-IP to securely transport live TV wirelessly around the home and on to supported client devices. The NCP Device Stack provides full IP control of all supported devices allowing seamless usage and management of content sources and companion devices. NCP utilizes industry standard data encryption for all persistent content and also provides core security & APIs for accessing television recordings, an advanced Electronic Program Guide (EPG) and a rich, customizable user interface. Niveus' unique approach to achieving 'TV Everywhere' leverages existing hardware and home network infrastructure to minimize broadband traffic and eliminate the need to access content a second time 'over-the-top'.

The Niveus Connected Platform software suite is available now for licensing to service providers, consumer electronics manufacturers and PC OEMs. "Niveus has a solution that Cable Operators & Device OEMs can market and deploy immediately while achieving the level of security mandated by the content owners." said Tim Cutting, CEO, Niveus. "Additionally, the Niveus Connected Platform sidesteps legal and contractual issues associated with delivering live TV over-the-top and leverages the existing Service Provider broadband pipe into the home."

Niveus will be demonstrating the Niveus Connected Platform and support for live cable television utilizing a HDHomeRun PRIME™ CableCARD™ tuner from SiliconDust during the CableLabs Summer Conference, August 7-9, 2011. To schedule an appointment for a personal demonstration during or after the conference please email press@niveus.com.

For more information about Niveus and the Niveus Connected Platform including logo, datasheet & images, please visit www.niveus.com.

About Niveus

Founded in 2003, Silicon Valley based Niveus Media, Inc. has revolutionized the aggregation, distribution and enjoyment of today's digital media by developing innovative software and hardware solutions for the PC, Mac and Mobile Device ecosystem.

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