



Leading Technology Companies Team Up to Demo Cutting-Edge Advanced Advertising Solution


ARRIS, BIAP, BlackArrow and Sigma Systems to Showcase Personalized Television Advertising for Cable and Telecom at Management World Orlando

ORLANDO, MANAGEMENT WORLD, November 17, 2008 — ARRIS, BIAP, BlackArrow and Sigma Systems jointly announced today that they have formed an unprecedented group of technology leaders to revolutionize television advertising. The group will demonstrate its cutting-edge Advanced Advertising solution as part of TM Forum's Content Encounter 3, which takes place at the Management World Orlando conference.

The Content Encounter initiative at the TM Forum encourages companies to collaborate on solutions that address the creation, delivery and monetization of digital media services. The *Personalized Advertising for Cable and IPTV* demonstration within Content Encounter 3 will illustrate that advanced advertising is real and doable with today's telecommunications and cable standards, and that service providers can use a common deployment architecture to deliver rich entertainment services, including content specific ad-insertion and addressable ad-insertion.

"We are pleased to have this impressive group of technology leaders collaborating in this extremely important area of work," said Jim Warner, vice chairman and head of Content, Media and Advertising at TM Forum. "The Content Encounter program is our spearhead into the Digital Media and Advertising market and we welcome the addition of the Personalized Advertising for Cable & IPTV demonstration. It adds a dimension and a focus we'd not shown before and is sure to be a highlight of Management World Orlando."

The four technology companies contributing to the *Personalized Advertising for Cable and IPTV* demonstration are as follows:



ARRIS

ARRIS, a leading developer, manufacturer and supplier of carrier-grade telephony, demand-driven video, advanced advertising, high-speed data, network management and infrastructure equipment for cable system operators, will contribute its Video on Demand Server and Ad Decision Manager to the demonstration.

“Augmenting the legacy digital video and advertising global footprint that ARRIS has established, we are very pleased to announce our ability to interface with these industry leading advertising providers to bring a truly advanced and integrated advertising service,” said Paul Delzio, director of On Demand Product Strategy. “Building flexibility and openness into our solution allows a much greater ease of deployment and the ability to drive more services, thereby increasing the revenue potential for all stakeholders involved.”

BIAP Inc.

BIAP, the leader in EBIF software, provides the cable industry with the 3 key ingredients required in interactivity. They include EBIF platforms, applications and advanced advertising tools. In this consortium BIAP will contribute its EEIF/tru2way video middleware and applications, as well as its Ad Decision Manager to the demonstration.

“We are big believers that the transformation of television advertising from a mass audience broadcast model to a targeted, interactive and measurable model is at hand,” said Tim Peters, BIAP’s CEO. “Success will depend on companies of highly specialized disciplines coming together in support of industry-wide standards. We are thrilled to have partnered with three such companies, all with unique expertise and product offerings perfectly suited for this new advanced advertising ecosystem.”

BlackArrow

BlackArrow is the independent provider of multiplatform advertising technology for viewer-controlled video distributed via broadband, VOD and other on-demand platforms. BlackArrow will contribute its SCTE 130-compliant Campaign Manager, Ad Decision Server and Placement Opportunity Information Service (POIS) to the demonstration.

“Cable and telco operators have an opportunity to dramatically increase viewer satisfaction and advertising ARPU through personalized, timely delivery of ad-enabled content. Audiences increasingly expect to see this level of sophistication — and advertisers increasingly demand it,” said David Stengle, vice president of Distribution at BlackArrow. “By working with other industry leaders to offer standards-based systems that scale massively, BlackArrow helps operators launch next-generation, ad-supported video services that optimize for every viewer on every device.”

Sigma Systems

Sigma is an industry leader in Advanced IP Service Fulfillment solutions. Sigma will provide its service fulfillment, active mediation and Subscriber Information Service solutions in the demonstration.

“Building on a proven track record in the cable industry, Sigma Systems is strongly focused on the enablement of advanced advertising and the delivery of interactive and multimedia services for both telecom and cable service providers,” said Brian Cappellani, CTO of Sigma Systems.

For more information about the *Personalized Advertising for Cable and IPTV* demonstration in the Content Encounter or to schedule a tour, please contact Francis Hopkins at francis.hopkins@sigma-systems.com.

About ARRIS

ARRIS is a global communications technology company specializing in the design, engineering and supply of technology supporting triple- and quad-play broadband services for residential and business customers around the world. The company supplies broadband operators with the tools and platforms they need to deliver carrier-grade telephony, demand driven video, next-generation advertising, network and workforce management solutions, access and transport architectures and high-speed data services.. Headquartered in Suwanee, Georgia, USA, ARRIS has R&D centers in Atlanta; Chicago; State College, PA; Beaverton, OR; Wallingford, CT; Cork, Ireland; and Shenzhen, China, and operates support and sales offices throughout the world. Information about ARRIS products and services can be found at www.arrisi.com.

About BIAP

BIAP (Broadband Interactive Applications) supplies the cable industry with all of the critical tools for interactive television advertising and programming. These tools include the ETV Platform, a broad offering of applications and a complete portfolio of products for advanced advertising. BIAP's partners include: NBC, eBay, Hearst's Talking Phone Book, and Rasmussen Reports. Applications in deployment include eBay on TV, Fantasy Football, Yellow Pages on TV and PiTV, a local information service that can be personalized. BIAP is currently available on 24 million set top boxes principally with Time Warner Cable and DISH Network. BIAP has received two patents for its technology and has three Emmy nominations for its applications. Corporate headquarters are in Plano, Texas, with research and development in Sterling, Virginia.

About BlackArrow, Inc.

BlackArrow is the independent provider of multiplatform ad management for viewer-controlled video. The company's ad-management system is designed specifically for video content distributed over any on-demand platform — enabling content providers and distributors to maximize advertising revenues, and improving advertisers' ability to reach target audiences. BlackArrow is led by an experienced team of executives from the advertising, television and digital media industries, and is backed by Cisco Systems (NASDAQ: CSCO), Comcast Interactive Capital, Intel Capital (NASDAQ: INTC), Mayfield Fund and Polaris Venture Partners. The company is privately held, with offices in New York City and San Mateo, Calif. <http://www.blackarrow.tv>.

About Sigma Systems

Sigma Systems is the proven global leader in delivering advanced IP service fulfillment solutions. Sigma's powerful solutions enable the world's Communications Service Providers (CSPs) to deliver a Rich Consumer Experience through communications and entertainment services—over any access technology to any device. The company's award-winning solutions include order management, provisioning and activation, and active mediation of residential and business VoIP, and Triple, Quad and All-Play services. CSPs trust Sigma for business transformation and innovative solutions with market-leading expertise for the delivery of today's—and tomorrow's—new services. For more information about Sigma, visit www.sigma-systems.com.

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