

## Press Release

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**December 12, 2007**

### **Oregan™ Launches Moka™ – A Hybrid Digital TV Foundation Platform, Delivering Convergence of Internet and Digital Broadcast Standards.**

*The new platform delivers key advantages of Internet and Broadcast media in a single integrated software stack, tailored for mainstream non-PC Consumer Electronics.*

**London - UK, 12th December 2007 – Oregan Networks**, an embedded technology company, has announced availability of a customisable white label device foundation solution and a system integration toolkit for creation of multiroom media gateways with web and broadcast connectivity. Oregan developed Moka™ as a modular near-turnkey\* platform that will power competitive hybrid strategies of digital broadcasters and convergence consumer electronics vendors. Moka features the long-anticipated blend of Internet content browsing capabilities, with the functionalities of playback, recording and multi-room distribution of digital cable, satellite and terrestrial interactive programming.

The hybrid architecture of the solution enables utilisation of broadcast media for linear programming, whilst preserving broadband pipelines for the higher margin IP video on demand, gaming and infotainment. Moka has been designed as a flexible, customisable, and hardware-independent set of synergistic digital TV modules, empowering the operator to deliver programme search and EPG as integral parts of interactive TV experience. Instant data and graphics updates to the user interface, as well as push-advertising, will become accessible via an unprecedented amalgamation of broadcast technologies with Oregan's AJAX browser.

The Moka solution is based on a single-chip STi7109 multimedia decoding solution developed by STMicroelectronics, a market-leading provider of broadcast semiconductors. The chipset enables high definition digital video and graphics or audio to be delivered from multiple IP and broadcast sources of entertainment - inside and outside the home.

Oregan Media Browser, the software engine powering the browsing and streaming features of Moka, brings to the platform a complete set of 'any-time entertainment' scenarios, including Internet search, interactive Web 2.0 AJAX applications, contextual advertising and real-time streaming media, as well as DLNA standards-compliant multi-room content sharing.

Moka addresses three main challenges of the CE industry: increasing system costs, complexity and creation of differentiated products.

- Significant cost savings are enabled via the specifics of Oregan's software architecture and code efficiency which reduce the CPU resource consumption for networking and media streaming applications by up to 80 percent, compared to the ever-increasing horse power requirements in a PC applications environment.
- A software and services development kit enables simple creation of unique XHTML or AJAX based Graphical User Interfaces and cross-platform interactive web applications.
- Other vital components of the client-side content delivery system, such as DRM and CAS technologies can be easily integrated within the architecture, as required by broadcast services in a particular region.

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Stefano Groppetti, director of Cable and IP Business Unit, Home Video Division, STMicroelectronics said: 'It is important for ST to work with software partners that allow us to address the high growth IP communications and digital consumer markets with complete market-ready solutions. Oregon's web standards-based software will empower operators and connected CE brands to transfer the benefits of the Internet into the realm of ubiquitous TV entertainment, providing interactivity and a high degree of personalisation.'

Milya Timergaleyeva, Oregon's VP of Marketing said: 'Moka was created as a solution for real market conditions to satisfy the demands of real service operators and consumers. No single feature can define the quality of user experience in isolation. Rather, faster and richer graphics, true interactivity, plug-and-play seamless home networking and the ability to render highly compressed H.264 and WMV9 media - all contribute to the user satisfaction. Despite its ultimate flexibility, Oregon's Moka platform fully leverages the hardware performance, demonstrating that the future is in lightweight, highly efficient software and economic hardware specifications.'

Public demonstrations of Oregon's Moka will be held at Consumer Electronics Show in January 2008.

\* The complete turn-key system architecture is defined by a brand customer and will incorporate a selection of interactive internet services, in conjunction with subscriber management, contextual advertising and content protection components.

### About Oregon Networks Ltd.

Oregon Networks provides lightweight "white label" media browser solutions for retail consumer electronics and carrier grade IPTV appliances, enabling delivery and sharing of Internet video, music and photos. Since incorporation in 1997, over 3 million units of Oregon's software have been licensed to leading global brands, including Sony Computer Entertainment, Philips Consumer Electronics and NTT. The company's headquarters and primary R&D center are located in London UK, with branch offices in USA, Japan, Korea and Taiwan.

For more information, visit [www.oregan.net](http://www.oregan.net).

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