

# ***NEWS RELEASE***

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## ***VideoDirect 6000 Now Supports MPEG-4 Digital Ad Insertion***

~ ETI Leads the Industry by Supporting MPEG-4 Ad Insertion in HD and SD ~

ATLANTA, GA – March 6, 2009 – Enhanced Telecommunications (d/b/a) ETI Software Solutions, Inc., (ETI) ([www.etisoftware.com](http://www.etisoftware.com)), today announced VideoDirect 6000 now supports MPEG 4 (H.264) video in both high and standard definition resolution. MPEG-4 absorbs many of the features of MPEG-1 and MPEG-2 and other related standards, adding new features such as extended VRML support for 3D rendering, object-oriented composite files (including audio, video and VRML objects), support for externally-specified digital rights management and various types of interactivity.

ETI's VideoDirect 6000 is a proven source of revenue generation for both small and large service providers. The platform provides a scalable, comprehensive end-to-end solution supporting all play-out needs over digital headend systems; it also includes integrated traffic and billing software. Additionally, VideoDirect supports local content playback, especially useful in markets too small to justify VOD streaming of local events. Standards-based, it supports SCTE-30 and SCTE-35 standards and gives IPTV providers, instant access to local commercial spots, cross-channel promotions and local content, on an unattended 24/7 basis.

“MPEG-4 is the result of evolution in compression technology and was conceived to support network and multimedia applications as its primary goal,” said Pete Pifer, CEO of ETI Software Solutions. “As IP-video networks continue to require more reliable bit rates and more efficient use of bandwidth without loss of video quality, the greater the need will be for MPEG4(H.264) codecs in transferring video over IP. ETI is one of very few companies that can currently offer this advance technology.”

With ETI's new capability to stream MPEG4(H.264) video formats, VideoDirect's real-time broadcasts of commercial spots occur seamlessly while utilizing less bandwidth than MPEG2. As high definition proliferates for IPTV and cable broadband MPEG-4(H.264) formats, MPEG 4 will displace MPEG 2 as the dominant standard, auguring well for ETI'S VideoDirect 6000.

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**About Enhanced Telecommunications, Inc. d/b/a ETI Software Solutions ([www.etisoftware.com](http://www.etisoftware.com))**

ETI Software's world-class software products enable telephone, utilities and municipalities to successfully sell, bill and activate telecommunication services. With unparalleled provisioning capabilities, ETI's products instantaneously activate voice, video and data services to any technology over any network topography, including Fiber-to-the-Premise. Founded in 1992, the company is headquartered in Atlanta, Georgia and privately held.