

# Press Release

For Immediate Release

## Orca and Telrad Networks Bring IPTV to Georgia

**Wednesday April 26. Raanana, Israel:** Orca Interactive (LSE:ORCA - News), a global market leader in developing middleware and applications for IPTV, announces today that it is working with Telrad Networks, a leading IP/NGN best of breed solution provider and system integrator for telecom carriers, to provide ten large urban areas of the country of Georgia with an IP/MPLS-based voice, data and video networking system for Georgia's second largest telecom operator, NewNet Telecommunications ("NewNet"). The new network has been designed to meet NewNet's growth and capacity requirements for the next 10 years.

Utilizing Orca's RiGHTv middleware for IPTV to provide broadcast television and video on demand, the initial project phase will focus on 10 of the largest urban areas of Georgia, including Tbilisi and Kutaisi. A second phase will focus on subscribers in other areas of the country, completing the planned shift to the new network.

The best-of-breed system provides a complete customized multi-vendor network that also includes Amino set-top boxes, BitBand video servers and Optibase IPTV platforms.

"NewNet's main priority for their deployment is to provide the high quality of reliable connection and the wide spectrum of advanced quality IP-based services for its subscribers," said Dror Pockard, president and CEO of Telrad. "We are very pleased that they chose Telrad for our vast telecom experience and "best of breed" single point of integration approach, together with our partner Orca, a leading provider of IPTV technology."

"Telrad has a long and successful history of delivering carrier-grade voice and data networking projects and complete customized solutions, and we are delighted to work with this dynamic company to bring IPTV to Georgia," said Alon Laor, vice president of worldwide sales and professional services, Orca Interactive. "This deployment is further proof of our carrier-grade middleware's openness and flexibility that makes it ideal for adoption and implementation by operators worldwide."

**ABOUT ORCA INTERACTIVE:** Orca Interactive (LSE:ORCA - News) is a leading provider of IPTV middleware and applications for broadband network operators and service providers. Orca enables triple-play providers to deliver a full array of attractive video-over-IP services that generate new revenue streams and strengthen customer loyalty. Leveraging a flexible telco-grade middleware platform, Orca empowers

operators to deliver broadcast TV, video on demand (VOD), personal video recording (PVR), home media and other compelling interactive services. Orca's SI-enabled solutions are designed for easy outsourcing of integration services by an operator's preferred systems integrator. Orca has formed strategic partnerships with leading players across the IPTV value chain to ensure best-of-breed solutions with low total cost of ownership.

**ABOUT TELRAD NETWORKS LTD.:** For service providers in developing markets who want to provide quadruple-play, next generation, or other IP-based telecommunications services, Telrad Networks provides system integration and reliable products.

Telrad is focused on providing dedicated, trustworthy and robust solutions and service to emerging markets and small and mid-sized operators and service providers. Telrad is a privately-owned company founded in 1951.

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