

AirTies Demonstrates HEVC for Broadband TV with Envivio and Octoshape at TV Connect 2014

AirTies, Envivio and Octoshape deliver high quality video OTT end-to-end using HEVC

London -- March 18, 2014 -- AirTies Wireless Networks, a leading supplier of advanced wireless and OTT/IPTV technologies to the broadcast and broadband industry, along with Envivio (NASDAQ: ENVI), a leading provider of software-based video processing and delivery solutions, and Octoshape, an industry leader in cloud-based over-the-top (OTT) streaming technology, announced today at TV Connect 2014 an interoperability demonstration of HEVC adaptive bitrate video, delivered over the public Internet to consumer set-top boxes (STBs).

HEVC dramatically accelerates the adoption of using the unmanaged Internet to deliver satellite-quality video to anyone with a broadband connection. HEVC brings the flexibility to broadcasters to either double the video quality or drastically reduce the bitrates, thus lowering CDN costs. HEVC also increases the coverage area for IPTV services to subscribers with lower broadband speeds. In addition, video on demand (VOD) services such as catch-up TV can now be delivered at much higher quality and lower costs.

“Envivio works with ecosystem partners to ensure interoperability of our solutions, simplify operations, and offer outstanding quality of experience to end users,” said Jean-Pierre Henot, Envivio’s CTO. “The integration with Octoshape and AirTies enables OTT services delivered via the public Internet using the latest generation technologies including HEVC compression.”

Content is encoded and prepared by the Envivio Muse™ software-based encoders using the HEVC (H.265) video codec, significantly reducing the bandwidth required to deliver HD content to devices over broadband. Octoshape’s Infinite HD-M™ stream acceleration and multicast suite of technologies provide for the distribution of the video across the public Internet globally maintaining the quality of the video, and providing the streams to the operator with the same efficiency and reliability as provisioned multicast IPTV systems today.

HD video is delivered to the television via the AirTies HEVC / Octoshape enabled set-top box. The combined solution represents a significant advancement in economically deployable broadband IPTV/OTT services. AirTies STBs incorporate integrated 11ac wireless

connectivity and award-winning AirTies Mesh technology. AirTies Mesh increases wireless coverage and performance significantly over conventional Wi-Fi implementations.

“AirTies is focused on the impact OTT is having on the Pay TV market,” said Bulent Celebi, Executive Chairman and Co-Founder of AirTies. “We are investing in partnerships and technologies that realize the vision of high quality Pay TV services over broadband, and this demonstration with Octoshape and Envivio is an incredible insight to the next generation of broadband powered TV services.”

“Octoshape is proud to be the trusted delivery technology ensuring that the video generated by Envivio makes it across the Internet to AirTies-powered set-top boxes in pristine quality,” said Michael Koehn Milland, CEO of Octoshape. “With our ability to accelerate video over best-effort networks, along with the IPTV-like efficiency we bring to operators, Octoshape is realizing the shift from Broadcast TV to Broadband TV for our customers worldwide. This enables existing service providers to expand their market globally, and new entrants to have a predictable business model for building their TV business over the Internet.”

About AirTies

AirTies was founded in 2004 by a senior management and technical team from Silicon Valley, with the strategic intent to become the market leader for the wirelessly connected home. AirTies designs and develops its own software and hardware, wirelessly streaming high definition video to multiple rooms and screens. The comprehensive product portfolio includes broadband Internet devices and Internet based television set top boxes. Its world awarded technology enables seamless wireless integration at the touch of a button, as well as 100 percent Internet wireless coverage in homes. AirTies has an installed base of over 10 million worldwide. For more information visit www.airties.com.

About Octoshape

Streaming media innovator Octoshape is bridging the transition from Broadcast TV to Broadband TV by providing the enabling technology required to bring TV Quality, TV Scale and TV Economics to the public Internet. The Octoshape approach is more scalable, flexible and affordable than traditional content delivery (CDN) schemes, while providing feature-rich, high-quality viewing to the largest of audiences. For more information visit www.octoshape.com.

About Envivio

Envivio (NASDAQ:ENVI) is the leader in software-based video processing and delivery

solutions for any screen, with over 300 content and service provider customers worldwide. Envivio solutions remove the boundaries of traditional television and enable operators to increase their revenues, by providing viewers with best-in-class video quality and a compelling, personalized experience. Envivio is headquartered in South San Francisco, California and has offices worldwide including France, England, China, Singapore and Japan. Visit www.envivio.com for more information.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including the anticipated benefits and features of our solutions. Actual results may vary materially due to a number of factors including, but not limited to, the risk that, capital spending in our target markets decreases or is delayed, we are unable to deploy and achieve market acceptance for our products in our target markets, our relationship with our channel partners is disrupted, as well as other risks that are detailed from time to time in Envivio's SEC reports, which you can find at www.sec.gov. Envivio is under no obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements whether as a result of new information, future events or otherwise. Information contained in our website is not incorporated by reference in, or made part of this press release.

Product information is intended to outline our general product direction, is not a commitment, promise or legal obligation to deliver any material, code, or functionality, and should not be relied on in making a purchasing decision. The development, release, and timing of any features or functionality described for our products remains at our sole discretion. Envivio reserves the right to modify future product plans at any time. These new software options may be purchased separately when and if available.

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