

Comcast Media Center's HITS AxIS Service and Vidiom Systems Work Together to Make Tru2way™ Technology a Reality

Broomfield, CO – May 15, 2008 – Comcast Media Center's (CMC) *HITS Advanced Interactive Services* ("AxIS") service and Vidiom Systems, Inc. have joined forces to support the development of ETV and tru2way applications running on a cable plant. As part of a joint marketing agreement involving the two companies, Vidiom will test interactive applications before they are submitted for possible deployment by the CMC's HITS AxIS platform.

David Housman Vice President Operations & Strategy for Vidiom said, "Cable, programmers, and application developers have been working for more than a decade to bring entertaining and useful applications to the consumer. With the CMC's launch of HITS AxIS and Vidiom's support, rapid development and deployment of applications through AxIS will become a reality."

"Vidiom's experience and relationships with interactive application developers will help us to fulfill several important components of the HITS AxIS services suite," said Gary Traver, Senior Vice President and Chief Operating Officer of the Comcast Media Center. "We are looking forward to working with Vidiom on fostering the development of a broad range of advanced interactive services that can be deployed and managed 'All from The Center'."

Content providers and application developers will be able to submit their OCAP and ETV applications for testing in Vidiom's lab, which will include the latest CMC cable network profile and a variety of tru2way and legacy set-top boxes.

Vidiom is now offering a suite of test services for testing tru2way hardware and OCAP applications. These services include platform unit testing, performance testing, application testing, custom test development and CableLabs certification assistance.

About Vidiom Systems, Inc.

Vidiom Systems, Inc. (www.vidiom.com) is a leading provider of standards-based iTV platforms, applications, and professional services to network operators, content providers, and CE manufacturers. Our expertise includes software design and engineering, application development, network migration, integration and deployment, testing, technical writing, and technical training. Founded in 1997, Vidiom Systems is headquartered in Broomfield, Colorado, and has additional engineering offices in Portland, Oregon, and Des Moines, Iowa. Vidiom Systems is a member of the ADB Group of companies (www.adbholdings.com).

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