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Charter Deploys TelVue HyperCaster™ Broadcast Servers Delivering Longform Advertising in Los Angeles Area

Server Enables Charter To Consolidate Infomercial Servicing From Multiple Headends

January 12, 2011 - (Mount Laurel, NJ) TelVue Corporation (OTC.BB: TEVE), the innovation leader in [digital broadcast video servers](#) and [live Internet streaming](#) technology for [hyperlocal](#) and [community media](#), today announced deployment of its HyperCaster IP broadcast servers by Charter in its Los Angeles market. With this deployment, Charter consolidates its infomercial servicing from multiple headend locations into its regional fiber fed facility, reducing both capital and operational costs by delivering multiple longform infomercial channels from each HyperCaster server. TelVue's HyperCaster™ broadcast servers are currently being used to provide seven channels to more than 380,000 customers in the Los Angeles market.

"There are many efficiencies Charter gains from this regional consolidation, but the most important benefits are experienced by our advertising clients," said Clint Blackburn, Manager Digital Encoding for Charter Media. "With Charter Media's new technology, our clients' advertisements and infomercials have speed to market advantage and great brand visibility."

"Charter's deployment of our HyperCaster broadcast servers for use in longform advertisement delivery is a great example of how TelVue is making it easy and cost-effective for operators to launch and consolidate new, revenue-generating local origination and leased access channels," said Jesse Lerman, TelVue President and CEO. "Through technology innovation in channel density, and by enabling all digital IP delivery, TelVue is changing the appeal and revenue potential of local origination and leased access."

TelVue HyperCaster™ – A New Generation in Digital Broadcast Servers

TelVue's HyperCaster™ multi-channel IP broadcast servers provide local origination, leased access (LO/LA) and longform video services supporting up to 20 channels in a three rack unit (RU) server box. The HyperCaster's IP origination capability reduces operator capital costs by eliminating the need for real-time encoders to deliver longform advertisements and other LO/LA channels. There is also a reduction in overall channel delivery costs as the server supports multiple channels in a single box. Operators who previously delivered individual infomercial channels from local headends, can now consolidate delivery of those channels to a regional fiber-fed facility greatly reducing operational costs. The HyperCaster's interoperability with popular campaign managers like OpenTV's EclipsePlus®, also enables Charter to achieve automated inventory management for longform advertisements from a single database.

About TelVue Corporation



TelVue Corporation is a broadcast technology innovator and leader in high quality, cost-effective hyperlocal and community television broadcast delivery. Core markets include: Pro Broadcast, Cable, Telco, [College Broadcast](#) and [University Television](#), K-12, PEG, and Government. TelVue's professional quality equipment and services, including digital [broadcast server](#), live Internet streaming, [IP video](#) on demand (VOD) services, and web-based digital signage enable our customers to dramatically improve and enhance their cable and web-based broadcast capabilities, reduce costs, and be better positioned to meet the new challenges of a rapidly evolving media landscape. For more information on TelVue, please visit <http://www.TelVue.com>.

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