



## **PEERTV TO LAUNCH VERSION 3.0 OF MEDIAEXPLORER AT IPTV WORLD FORUM**

Ra'anana, ISRAEL (February 26, 2009) - PeerTV, developer of hardware and software solutions for the Internet-based TV market, will launch its new edition of MX 3.0 client/server technology, prevailing a new concept of products and services that enable the launch of advanced Internet Media services, at IPTV World Forum 2009, to be held on 25-27 March in London,

PeerTV will demonstrate at the forum the new version of MediaXplorer widget-based application, PeerTV's MX Gateway 3.0 technology (MX 3.0), running on PeerStation advanced IP STBS.

The MX 3.0 technology presents a revolutionized approach to cost-effective implementation of modern, enticing broadband TV user-experience. The application introduces convenient and intuitive media browsing for connected TVs, bringing a rich world of personalized content to home TVs via broadband networks or the open Internet.

The new MX 3.0 widget-based technology and supporting integration gateway provides the development framework needed to construct optimized TV user-friendly environment quickly and cost effectively. With MX 3.0 integrators can create powerful user experience that matches and even surpasses the latest in digital TV.

MX 3.0 gateway allows direct control of a rich set of Widgets and screen layouts to achieve full customization of the user experience. The Web 2.0-style API (Web-MX) allows quick integration with a range of CMS solutions, offering developers a flexible architecture that enables addition of services in parallel to existing ones, using popular Web programming technologies (PHP, Python and more). The MX 3.0 look & feel can be customized using a simple Skinning Toolkit without any programming needed.

The MX 3.0 preview edition runs on PeerTV's PeerStation 340, an internet TV set top box that fully matches the needs of the MX framework, while supporting a wide range of media types and formats, such as MPEG-1/2, H.264, WMV9 and MPEG4 (DivX).

### **About PeerTV**

PeerTV is a leading developer of hardware and software solutions to the Internet-based TV market. PeerTV operates in the Internet TV services market, replacing costly and limited satellite & cable infrastructure with the Open Internet as a delivery platform. PeerTV's line of set top boxes combine the latest in streaming video with powerful embedded UI technology, paving the way to fully interactive HD-quality streaming. [www.peertv.com](http://www.peertv.com)