



FOR IMMEDIATE RELEASE

Vidyo Recruits Television Broadcast Pioneer to Drive VidyoCast Business Unit

Hackensack, NJ – August 25, 2010 – Vidyo™, Inc. today announced the appointment of Jim O’Brien as General Manager of Vidyo’s new VidyoCast™ business unit. VidyoCast, a groundbreaking line of cost-effective, easy-to-connect products and services for broadcast transmission and contribution, offers exceptionally high quality, low latency SD/HD video encoding and transport at one-tenth the cost of satellite. The product suite will formally be launched in September at the [IBC Conference](#) in the Netherlands.

Jim O’Brien has contributed to numerous technological breakthroughs in broadcast, cable and broadband over 42 years, with special expertise in the software control of television networks, TV production and playout automation, video servers, ad insertion and streaming media. Jim joins Vidyo from his position as President, Building4Media where his largest customers included CNN, CBS, The Weather Channel, NFL, Comcast, Star News, Sun TV, PCCW. Jim also served as Global Director, Streaming, Media & Entertainment for Digital Island/Cable & Wireless; Global Director, Sales and Business Development for Channelmatic; Product Manager at ASC/Leitch, work with Alamar, Utah Scientific, Time Warner and Jones Intercable-Comcast. Jim has set up sales channels and built broadcast systems in 37 countries.

“Vidyo is fortunate to have recruited a top industry expert with such deep domain expertise and relationships to lead our efforts in the broadcast market,” said Ofer Shapiro, co-founder and CEO of Vidyo. “As broadcasters are under increased pressure to deliver news, sports and entertainment around the clock, they are looking for less expensive and more versatile solutions than what has been available until now. Vidyo is forging a new category of products and services that achieve a level of functionality that provide broadcasters with more flexibility and creativity with their productions. Jim O’Brien’s experience, knowledge and networks in

broadcasting and technology will work well to position VidyoCast as a formidable new entry in this arena.”

“Vidyo has developed world-class technology that’s a major jump forward in serving broadcasters,” said Jim O’Brien, General Manager of VidyoCast. “I’m honored and excited to work with this groundbreaking team and am confident we’ll make a significant contribution to the TV industry around the world.”

Broadcasters and systems integrators interested in scheduling an appointment or learning more about VidyoCast, should contact Vidyo at info@vidyocast.com or 866-998-4396. **Visit us at Stand #1.F15 at IBC, Amsterdam, September 10-14, 2010.**

About Vidyo, Inc.

Vidyo Inc. is a pioneer and innovator in H.264 SVC technology; an established, award-winning leader in the telepresence/videoconferencing market. Vidyo is now revolutionizing the broadcast industry with VidyoCast, a suite of products and services that offers video contribution and transmission, based on the same patented H.264 SVC-based technology, at one-tenth the cost of satellite. Learn more at www.vidyocast.com. Follow us on Twitter@Vidyo and Twitter@VidyoCast.

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Vidyo Contact:
Mari Mineta Clapp
press@vidyo.com
(408) 398-6433