

Press Release

Iviewit - Gains Admission to the Consumer Electronics Association

Armonk, N.Y. January 2, 2014/PRNewswire-FirstCall/ -- Iviewit, the recognized enabler of the phenomenon know as "Connected TV," gains admission to the Consumer Electronics Association.

In making a claim for membership, Chairman and CEO, P. Stephen Lamont explained:

Staking the claim as the inventors of scaled video at the 320x240 frame size -- streaming video -- and digital zoom, is a nice to have" states CEO P. Stephen Lamont. "But, to enable an entire ecosystem such as 'Connected TV' is what made the great technology companies of the world what they have become today - game changers" Lamont continued.

Lamont went on to explain:

Connected TV is a trend of integration of the Internet and Web 2.0 features into television sets and set-top boxes, as well as the technological convergence between computers and these television sets/set-top boxes. The devices have a higher focus on online interactive media, Internet TV, over-the-top content, as well as on-demand streaming media, and home networking access, with much less focus on traditional broadcast media than traditional television sets and set-top boxes.

As a worldwide leader in enabling generic or proprietary compression systems through pre-processing for Connected TV, and service providers on the wane: cable, satellite, IPTV, and terrestrial, iviewit Holdings enables its customers to deliver superior quality video to anything from small handheld devices to tablets to large 3D high-definition screens, Connected TV, with the lowest bandwidth to ensure a profitable business model.

Lamont claims that "streaming video only now possesses a 13.7% penetration in U.S. households ramping to 80% of U.S. households by 2016" industry observers report. Lamont states, "as the claims to our backbone, enabling patent portfolio are being allowed, we expect issued patents within the short term, so it is now precipitous to catch the curve on the upswing and get in early." Lamont closes by stating "From content owners to service providers delivering Iviewit's proprietary small digital video file, Iviewit has become the enabler of Connected TV, and with its 2015 video processing solution and

neural network and genetic deinterlacing algorithms, the CE industry will take notice.”