

## Press Release

### Iviewit - Announces Formation of Strategic Leadership Team

Armonk, N.Y. March 07, 2014/PRNewswire-FirstCall/ -- Iviewit, the proprietors of the enabling technologies for Connected TV, announces the formation of a five (5) member Strategic Leadership Team ("SLT").

"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 Chairman & 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 claims that "streaming video only now possesses a 13.7% penetration rate 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 continues by stating "From content owners to service providers to decoders delivering Iviewit's proprietary small digital video file skeleton, Iviewit has become the enabler of Connected TV."

In this regard, Lamont explains "The SLT will provide the vision and direction for the continuing growth and success of Iviewit. To successfully deal with the changing paradigm of Connected TV and those direct activities connected to it, the SLT has the skills sets for both strategy formulation and implementation." Lamont continues "Managing change and ambiguity requires strategic leaders who not only provide a sense of direction, but who can also build ownership and alignment within their workgroups to implement change."

Further, Lamont states that "As Iviewit develops new solutions and brings to issuance existing solutions, SLT will face the continuing challenge of how they can meet the expectations of those who placed them there. Addressing these expectations usually takes the form of strategic decisions and actions. For a strategy to succeed, the SLT must be able to adjust it as conditions require."

Lamont claims "If SLT leads Iviewit they must rely on the prepared minds of employees throughout the organization to understand the strategic intent and then both carry out the current strategy and adapt to it in real time. The challenge is not only producing a winning strategy at a point in time but getting employees smart enough

and motivated enough to execute the strategy and change it as conditions change. This requires the SLT to focus as much on the process used to develop the strategy - the human dimension, as the content of the strategy - the analytical dimension.”

As such, beginning on Monday morning March 10, 2014, SLT will begin the first of its regular weekly meetings to continue Iviewit’s winning streak. Chairman & CEO P. Stephen Lamont will chair the SLT with membership by Greg Thagard - EVP & Co-CTO, Kumar Ramaswamy - EVP & Co-CTO, Marc R. Garber - incoming to be nominated Board director, and the fifth seat to be occupied by the incoming SVP & Associate General Counsel.