



JITTR NETWORKS ANNOUNCES SUPPORT FOR H.264/AVC STREAMING VIDEO

San Francisco, CA – 2 March 2007 – Jitr Networks, providers of Instant-On, Full-Screen, HD Quality streaming video, today announced an extension to its supported media types. Jitr will support H.264 encoded standard media beginning in 2008, when it is anticipated that H.264 media will begin entering the market. This new codec enables a media market extension for Jitr's customers in the Media and Advertising industry.

“Jitr's own HD media format is by far the most efficient encoding and container model available for streaming media,” said Aaron Crayford, Chief Technology Office for Jitr Networks. “We will continue to extend and enhance our own media format while we grow our list of other supported media. H.264 is a natural such extension for us because it is an improvement over the current H.263 encoding common in MPEG4 video. In fact, H.264 has been around for 4 years now and only a lack of CPU power on average PCs has slowed down its adoption. Now a typical consumer PC can handle H.264 video and the market will natural grow in that direction.

But the most important thing for video isn't the codecs – it's the quality of the total video experience for consumers. As the media industry moves away from physical media such as CDs and DVD-ROMs and towards pure digital formats, consumers want constant access to a wide variety of media. Jitr is focused on making the streaming media experience better than it was on television. Our video on demand service offers Instant-On, Full-Screen, HD Quality viewing on PCs over the standard Internet. You don't need special equipment. And most important, you never need to wait for anything to download or show up in the mail. With Jitr, you click and you're watching HD video in less than a second.”

Supported Media Formats

Jitr Networks advanced video-on-demand delivery network supports several popular media formats including: Flash Media, Windows Media, QuickTime, Jitr HD Video, and H.264 (2008).

H.264, MPEG-4 Part 10, or AVC, for Advanced Video Coding, is a digital video codec standard written by the ITU-T Video Coding Experts Group (VCEG) together with the ISO/IEC Moving Picture Experts Group (MPEG) and is part of working group known as the Joint Video Team (JVT). The ITU-T H.264 standard and the ISO/IEC MPEG-4 Part 10 standard (formally, ISO/IEC 14496-10) are technically identical.

About Jittr Networks

Jittr Networks provides an advanced, end-to-end video distribution service that radically improves the user experience for streaming Internet video. Our customers include content and digital media providers and content delivery networks who need to offer high-definition and mixed media to large populations of end-users. The Jittr Networks' streaming video delivery service is based on cutting-edge technology, including our own proprietary algorithms, protocols and software. Our unique high-definition and instant on video service provides an end-user experience second to none, and enables new Internet-based business models based on advertising, subscription services, pay-per-view with full DRM, syndication and new hybrid revenue models.

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