

## **Ortiva Wireless Closes Series C Financing led by new investor Intel Capital**

LA JOLLA, Calif. -- Ortiva Wireless, a leader in scalable, dynamic mobile video optimization, today announced it has raised \$8M in its Series C financing. Intel Capital (INTC) led the round with full participation from current investors Comcast Interactive Capital, Artiman Ventures, and Mission Ventures. Ortiva will use the funds to expand sales, marketing and engineering resources in order to meet the growing demands of the business and the market opportunity.

"The explosive growth of data on mobile networks is being led by users that want to consume video from the open internet on their wireless devices," said David Flanagan, Managing Director, Intel Capital. "To meet this growing demand, mobile operators must optimize their networks to dramatically improve control, quality, and efficiency of rich media content delivery. Ortiva's highly innovative and scalable products are best positioned to help service providers address these challenges."

"Ortiva's innovative approach and solutions address the pain operators are experiencing in managing the tidal wave of bandwidth growth associated with mobile internet video use on their networks" said Marc Zions, Chief Executive Officer, Ortiva Wireless. "The funding from Intel Capital and current investors will provide the resources for Ortiva's next stage of growth"

Ortiva's iVOG™ (internet Video Optimization Gateway) is a video optimization platform designed for wireless operators to improve overall network efficiency and reduce bandwidth consumption, while simultaneously improving end-user experience. iVOG is deployed as a proxy service in the operator network, where it minimizes video data rate on the network, maximizes the number of simultaneous video users, and dynamically modifies video content flow (via transrating) to suit the end-user's prevailing network conditions.

The mVOG® (mobile Video Optimization Gateway) is a server-based mobile optimization solution. mVOG optimizes multimedia content for reliable delivery to mobile subscribers. Ortiva Wireless goes beyond other solutions by basing optimization on network conditions, content composition, and device capability.

The iVOG and mVOG solutions are distinguished from other media servers and gateways by their ability to dynamically adapt audio and video multimedia based upon real-time bandwidth and bit error conditions of the mobile network; saving considerable bandwidth and increasing capacity for the operator while providing the end user with a superior multimedia experience.

### About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting

enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.7 billion in over 1,100 companies in 48 countries. In that timeframe, 189 portfolio companies have gone public on various exchanges around the world and 258 were acquired or participated in a merger. In 2009, Intel Capital invested US\$327 million in 107 investments with approximately 50 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit <http://www.intelcapital.com>.

#### About Comcast Interactive Capital

Comcast Interactive Capital (CIC) is a venture capital fund focused on broadband, enterprise and interactive technologies. CIC is affiliated with Comcast Corporation, a diversified global leader in cable, broadband services, telecommunications, and entertainment. CIC's primary goal is to generate superior financial returns from private equity investments in early-stage technology companies. To achieve this goal, CIC works to foster the success of its portfolio companies by bringing to bear the unique resources, experience, and insight of both CIC and the Comcast family of companies. Additional information is available at [www.civentures.com](http://www.civentures.com).

#### About Artiman Ventures

Artiman Ventures helps talented entrepreneurs commercialize leading edge technologies to create world class companies. The cornerstone of Artiman's diversified technology investment strategy is investing in 'white spaces,' where a company has no identifiable competitors, and a market or technology lead of at least twelve months. Artiman's preference is to be the first institutional capital at the 'concept stage,' when the founding team is still refining their key ideas and concepts. To learn more about Artiman Ventures visit [www.artimanventures.com](http://www.artimanventures.com).

#### About Mission Ventures

Mission Ventures helps build successful enterprises in Southern California and creates superior returns on investment for its investors. This is accomplished by investing in the most promising early-stage companies in high growth, emerging markets, and providing significant assistance to those companies as they develop. The Partnership brings value-added capital, experience, management talent, and guidance to the most outstanding and innovative ideas and entrepreneurs in the region. For more information, visit [www.missionventures.com](http://www.missionventures.com).

#### About Ortiva Wireless

Ortiva Wireless offers the industry's most advanced commercial solutions for proactive management of mobile video, allowing service providers to dramatically

improve control, quality, and efficiency of rich media content delivery. Ortiva's mVOG (mobile Video Optimization Gateway) for portal services and iVOG (internet Video Optimization Gateway) for open internet media extend service reach, increase network efficiency, and improve video coverage density for mobile operators, while dynamically shaping the content to give subscribers the smoothest video and clearest audio experience possible – regardless of fluctuating and hostile wireless network conditions. To learn more about how Ortiva is accelerating mobile video delivery, visit [www.ortivawireless.com](http://www.ortivawireless.com).

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