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**INNOMEDIA's ESBC 8528-4B ENDORSED BY
CLEARCABLE NETWORKS – PROVIDING QoS FOR SIP
TRUNKING/HOSTED VOICE ON CABLE NETWORK**

PRODUCT PROMISES QUALITY OF SERVICE ON ALL MSO SYSTEMS

San Jose, CA – June 22, 2010 – InnoMedia today announced the successful completion of testing by Clearcable Networks of its ESBC 8528-4B, an Enterprise SIP Gateway (ESG) which includes embedded Session Border Controller (eSBC), among other functions for MSOs. Using B2BUA and QoS management technologies, InnoMedia's ESBC 8528-4B is the first offering for Cable Service Providers with device-initiated DQoS over DOCSIS cable networks to deliver QoS managed SIP trunks.

The InnoMedia ESBC 8528-4B is an ideal demarcation solution for Cable Operators to deliver SIP Trunking and hosted voice telephony as well as broadband Internet service to enterprise customers. Located at the network edge, the ESBC 8528-4B enables NAT and firewall traversal, permitting VoIP traffic to enter the network while preventing unauthorized access. The ESBC 8528-4B supports SIP normalization and ensures interoperability with enterprise customer equipment, such as an IP-PBX or IP Phones. Embedded in a cable modem supporting end-to-end QoS, the eSBC allows MSOs for the first time to deliver uncompromising call quality without having to wait for their next generation network to be built.

“Many of our supported cable systems have already deployed business telephony today and have had hosted applications ready and waiting on the eSBC to be available,” said Rob McCann, President of Clearcable Networks, “Our team is pleased with the performance of the InnoMedia ESBC 8528-4B, and I can't stress enough how important InnoMedia's implementation of DQoS-Lite is for all these Cable Operators. Clearcable has commenced ordering, deploying, and supporting InnoMedia's ESBC 8528-4B in Canadian Cable Operators immediately.”



“The InnoMedia ESBC 8528-4B is designed to give MSOs a total peace of mind when it comes to quality of service and integrated service delivery to their enterprise customers.” said Shailesh Patel, Sr. Director Product Management at InnoMedia.

The InnoMedia ESBC 8528-4B features an internal backup battery with telemetry, an external UPS port, a 4 port switch, 4FXS POTS/fax ports, and a DOCSIS 2.0 cable modem. It supports Back to Back User Agent (B2BUA), SIP ALG, SIP Registrar, Profile-based SIP Header Manipulation, monitoring features, and business friendly primary line VoIP FXS ports.

For more information, go to:

http://www.innomedia.com/products_cable_esbc8528_features.shtml or contact sales@innomedia.com

About InnoMedia:

Founded in 1995, InnoMedia is a privately owned multinational organization with operations in the United States, Singapore, Taiwan and China. The company delivers Internet and broadband access IP Telephony solutions to broadband service providers and distribution partners. InnoMedia has the most advanced, award-winning portfolio of IP Telephony solutions available in the market today, delivering high-quality voice and video over any IP network. For more information on InnoMedia, visit the company's website at www.innomedia.com.

About Clearcable Networks:

Clearcable is a specialized consulting engineering firm firmly focused on the needs of mid-market broadband service providers and the development of new residential and business services products in Canada and United States. Founded in 2004, Clearcable provides expert help to enable appropriate technology and services for advanced communications by augmenting the existing or building the internal engineering support for its client base. With proven experience and relevant industry references, Clearcable understands the unique requirements facing service providers, consumers, and small businesses and ensures they stay in control of their business and connected to communications. Clearcable was recently recognized by PROFIT Magazine as one of Canada's Fastest Growing Companies as listed in the 2010 PROFIT 100.

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