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Company Contact:

Wymond Choy
InnoMedia Inc.
1 408 432-5474
wchoy@innomedia.com

InnoMedia and Source Cable Completes Successful Customer Trial of the Enterprise SIP Gateway, ESBC 8528-4B

San Jose, CA – June 30, 2010 – InnoMedia has successfully completed a customer trial of its ESBC 8528-4B, a highly integrated Enterprise SIP Gateway (ESG) with Device-Initiated DQoS. The trial was conducted by Source Cable on a DOCSIS cable system.

"We are pleased with how quickly and successfully the technical trial was implemented and we were delighted with InnoMedia's technology and support," said Darryl Chandler, Operations Manager at Source Cable Limited. "Our customer experienced an immediate improvement in voice quality, thanks to InnoMedia's device-initiated DQoS technology built into the ESBC 8528-4B."

The ESBC 8528-4B, endorsed by Clearcable Networks, is part of InnoMedia's comprehensive portfolio of enterprise VoIP products which includes Enterprise SIP Gateways, IPPBX, IP Phones, multi-port eMTA, and ATAs with business features. It is offered to MSOs as a solution to tap into the growing market opportunity of carrier-hosted as well as premises based IP communications for the enterprise and business telephony market.

The ESBC 8528-4B is a multi-purpose Enterprise SIP Gateway with embedded Cable Modem (eCM), embedded Session Border Controller (eSBC), FXS ports for business lines, and internal batteries with telemetry. Using B2BUA technology and QoS management technologies, InnoMedia's ESBC 8528-4B is the first offering to Cable Service Providers with device-initiated DQoS over DOCSIS cable networks to deliver QoS managed SIP trunks and hosted voice sessions.

The InnoMedia ESBC 8528-4B is the 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 to deliver uncompromising call quality without having to wait for their next generation network to be built.

"The ESBC 8528-4B leverages InnoMedia's unique expertise in device-initiated DQoS to set up UGS service flows," said Shailesh Patel, Sr. Director Product Management at InnoMedia. "We are delighted to work with Source Cable on this trial to demonstrate how important this DQoS technology is to total customer satisfaction."

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, advanced stateful inspection, 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.

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