

Kaltura Integrates its Open Source Video Platform with Artivision's Video Monetization Technology

Artivision joins leading advertising platforms, digital agencies and technology providers in the Kaltura Partner Program.

Streaming Media West and Online Video Platform Summit, San Jose, CA, November 19, 2009 – Kaltura, Inc. (<http://www.kaltura.com>), developer of the first open source video platform, and Artivision (www.artivision.com), the leading global provider of adaptive video monetization, announced today that Artivision has joined the Kaltura Partner Program. The companies have integrated their technology platforms in order to offer sites even more ways to enhance their online video monetization capabilities. Kaltura customers can now select from an additional way of generating revenue from their video content with Artivision's unique in-video advertising technology.

"Many publishers are looking for ways to monetize online video. Kaltura's open source video management platform provides these publishers the ability to quickly connect and benefit from any monetization product or service around," said Ron Yekutiel, Kaltura Chairman and CEO. "We are already integrated with a wide array of monetization solutions, and can flexibly provide publishers on-demand integration to any other platform of their choice. This is the power of openness."

Kaltura's Partner Program allows integrators, VARs, digital agencies, and technology providers to extend the Kaltura platform with their specific added-value solutions. Kaltura's open source framework is built to support 3rd party technologies and services in the most flexible and modular way. Integrated with Kaltura's platform, Artivision's Target-Ad is an in-video monetization service, generating smart ad placements that adapt in real time for optimal performance and viewing experience. Target-Ad leverages advanced video content analysis to automatically find and map IAB standard ad units within areas that do not interfere with the user's viewing experience.

"Artivision has developed a unique platform that leverages the inherent engaging element of video, with an advertising technology that enhances viewing experience, reduces churn and increases profitability", said Amir Segev, SVP, Artivision's Media Division Manager. "It was an easy choice for us to integrate with Kaltura's groundbreaking open source platform, creating a very compelling video monetization proposition for publishers and advertisers worldwide".

About Artivision

Artivision provides diverse computer-vision solutions and services for video security and online video monetization, and is publicly traded in the Singapore Exchange.

Artivision's Media division provides a service platform for in-video monetization, generating smart ad placements that adapt in real time for optimal performance and viewing experience. The service leverages advanced video content analysis to automatically find and map IAB standard ad units in areas that do not interfere with the user's viewing experience, effectively scaling and monetizing according to content, user engagement and consumption. Artivision helps publishers and advertisers drive incremental value from online-video, generating smart ad inventories from existing video assets. For more information please visit www.artivision.com/media

About Kaltura

Kaltura provides the world's first Open Source Online Video Platform. Over thirty eight thousand web publishers, integrators, and application developers use our free and flexible platform to add advanced video and photo





functionalities including uploading, importing, editing, annotating, remixing, publishing, syndicating, searching, monetizing, and monitoring. Founded in 2006, Kaltura's open source code is available as a free Software Development Kit and as downloadable packages for leading platforms, including content management (Drupal), blogging (WordPress), collaboration (MediaWiki), enterprise (MindTouch), and education (Moodle). Kaltura also provides supplementary paid services including maintenance, support, integration, professional development, streaming and hosting, ad serving, content syndication, and aggregation of related third party services. Since its public launch, New York-based Kaltura has won numerous awards and endorsements, including the coveted TechCrunch40 People's Choice award, Mashable's 'Open Web' award, TWS's 2008 'top 10 Israeli web startup' award, Microsoft's 2009 'most promising Israeli web startup' award, AlwaysOn's 'top 250 startup' and 'top 100 media company' awards, LeWeb's 'top 30 web startup' award, the Open World Forum 'Open Innovation' award, Esquire Magazine's '8 most promising Web 3.0 companies', TVWeek's '5 most promising video startups for 2009', and IDC's 'top 10 innovative application companies'. Kaltura is also a founding member of the 'Open Video Alliance' (www.openvideoalliance.org), a coalition of organizations dedicated to fostering open infrastructure, tools, and standards for online video. For more information: www.kaltura.com and www.kaltura.org.

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