

## Novra Experiences Continued Growth IPTV Market

In the past year Novra has continued to receive significant orders for its S75, S200 and S300 families of receivers for use in Satellite based IP-TV solutions. Our clients use Novra's receivers in apartments, hotels and office building and other Multi-dwelling locations to received digital television channels from Satellites and re-distribute these channels within the building using the Internet protocol. This allows Internet, phone and television services to be distributed on the same wiring infrastructure within a building.

Sales for the past 12 months for this specific application were distributed across 3 continents – Europe, North America and Asia. Total sales in this area were in excess of 14,000 units valued at over \$3,000,000. Novra's products now power more than 45,000 IPTV installations worldwide. The majority of these are located in businesses or multi-dwelling units, each serving from several to hundreds of individual viewers or subscribers.

The technical capabilities of Novra's receivers, along with Novra's commitment to product quality and service excellence, have been the solid foundation for this market penetration. Expansion of Novra's product lines to include the S200 and S300 families, which both support the DVB-S and the DVB-S2 standards, has enabled growth in installations that use this new, more efficient standard. Our receivers provide the opportunity to directly feed an entire network with IP traffic, rather than only servicing a single computer or set-top box. Their reliability has been recognized by the market and has proven to be key to their acceptance in these highly visible installations.

"We saw in 2007 the IPTV market was starting to show a slow but steady growth and correctly anticipated that this growth would continue. We developed and positioned our products to secure additional opportunities for our receivers in this growing market segment and have been gratified to see this approach prove successful", stated Harris Lontas, President and CEO of Novra Technologies.

### **About Novra Technologies Inc.**

[www.novra.com](http://www.novra.com)

Novra Technologies offers premium products and solutions to the datacasting and digital signage markets. Novra specializes in the transmission and reception of IP traffic over satellite, cable and terrestrial communication links. Products offered include broadband receivers for DVB-S, DVB-S2, DVB-C, and ATSC systems. Novra's IPE encapsulator products can be used in both DVB and ATSC MPEG2 systems for datacasting as well as broadband access applications. The NovraLink digital signage solution integrates Novra's technologies into a comprehensive multimedia management and distribution system.