

Clearleap Unveils MyPlaylistTV Application for Short Form Content on VOD

Web Based TV Technology Platform Partners with itaas to Develop EBIF Application that Provides Continuous Viewing and Expanded Navigation Features

ATLANTA, GA – 2010- Clearleap, the web-based TV technology platform, today unveiled an EBIF application designed to give cable, IPTV and satellite TV subscribers a continuous, lean back viewing experience for short form programming on VOD. The application, dubbed MyPlaylistTV, provides TV viewers with the ability to generate pre-populated play lists from their VOD libraries and have the video segments stream in a linear fashion, with numerous options to navigate forward, backwards and between different play lists without the usual stops and starts of today's VOD systems.

The web-like user interface, which was developed in partnership with itaas, sorts content by category or genre and leverages Clearleap's cloud based video management platform and footage from its Content Marketplace, a collection of scouted, vetted, and licensed programming from national, special interest and best of web programmers.

Designed to target a large footprint, this application was developed to run on both legacy and next-gen EBIF enabled set top boxes.

"Working with Clearleap demonstrates another facet of our diverse development capabilities," says Jim Elayan, VP of Marketing and Business Development at itaas. "Our ability to work with platform providers to enhance the consumer experience fits well with our on-going efforts to encourage the deployment of interactivity across the cable ecosystem."

"Most cable operators recognize the need to improve navigation on VOD but are held back because it is a daunting proposition that requires excessive investment and prohibitive adjustments to equipment. This is a solution that helps operators take a step in that direction for VOD without major investment or any changes to infrastructure," said Clearleap co-founder and CEO, Braxton Jarratt.

The two companies will demonstrate the features and functionality of MyPlayListTV in booth #439 at the 2010 Cable Show.