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FOR IMMEDIATE RELEASE**justAd.TV to showcase Sun Java Media Client interoperability for new non-linear TV ad formats during JavaOne 2009 conference**

TEL AVIV, ISRAEL, May 31, 2009 – Tel Aviv based start-up justAd.TV today announced the successful interoperability of the justAd.TV STB Agent with the Sun Java Media Client software. This interoperability allows TV providers to easily insert *embedAds™*, justAd.TV's wide variety of new ad formats, into non-linear TV viewer experiences such as VOD and PVR, without requiring changes or upgrades to the video delivery network.

The justAd.TV solution offers a new approach for advertising in VOD and PVR services while preserving the viewing experience. Existing solutions mainly rely on the well-known 30 second spot to insert a video ad before, within or at the end a video stream. As users tend to skip ads by using their Fast-Forward remote-control button, some solutions block this capability, thus irritating viewers, degrading the overall viewing experience and potentially reflecting negatively on advertiser brands. justAd.TV's innovative approach and patent-pending technology is focused on the proactive nature of non-linear TV, bringing new ad formats invoked when the user engages with his TV to pause the stream, rewind, or fast-forward to another scene thus minimizing user frustration.

"We've been hearing from TV providers a lot of frustration about the complexity of implementing current video-insertion solutions, that it became clear to us that this is where we cannot compromise." said Yariv Erel, justAd.TV CEO and co-founder. "Interoperability with Sun's Java-based technology, the foundation for STB industry standards, adds another proof point to the viability of our solution and makes us confident in our promise to deliver a low-investment solution to our TV provider customers."

Packed with a full-range of smart tools and Telco-grade ad serving platform, justAd.TV complements its cross-platform STB agent, and offers Pay-TV providers (Cable, IPTV and Satellite) with a pre-integrated solution for personalized, interactive advertising to monetize on their VOD and PVR services.



As part of its solution, justAd.TV also utilizes Sun GlassFish Enterprise Server, which provides a robust network enrichment process ensuring that every ad is suitable for the viewer and relates to the context of the show that is being watched.

“We are excited by the wave of new Java-based applications for TV from companies like justAD.TV. By leveraging our tuned APIs, justAd.TV was able to integrate its STB Agent application with the Sun Java Media Client platform in less than two weeks. The combination of justAD.TV’s latest technology enhancements with Sun Java Media Client and GlassFish Enterprise Server, the industry leading open source application server, will help to enable service providers to rapidly launch new, feature-rich, revenue-generating interactive television services and provide the foundation for justAD.TV’s powerful network enrichment process.” said Eran Vanounou, General Manager, Sun Microsystems Israel Development Center.

Attendees of the 2009 JavaOne conference are invited to a live demonstration of the solution and complimentary Sun authoring tools.

About justAd.TV, Ltd.

justAd.TV is an early stage startup that develops a unique technology allowing Pay-TV providers (Cable, Satellite & IPTV) to harness the power of non-linear TV advertising format and experience. Focused on delivering easily-deployable solutions, its patent-pending technology fits into existing TV provider networks, involves minimal costs and provides quick return-on-investment. Founded in 2008, the company plans to release its initial product in 2009.

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