



For Immediate Release

Voddler enters Global Sales & Marketing Partnership with V-Nova

London and Stockholm, September 1st, 2015 - [Voddler Group AB](#), the cloud streaming innovator, today announced that it is entering a Sales and Marketing Partnership with [V-Nova](#) to change the way video is streamed and consumed by users around the globe.

The partnership leverages V-Nova's award winning **PERSEUS**® advanced signal processing technology with Voddler's cutting edge proprietary **V-Net**™ hybrid delivery network. The convergence of these two technologies will enable unprecedented levels of speed, quality of service, and efficiency in on-demand video delivery.

"In many countries, video streaming is still a frustrating experience, when it is available at all. Video consumers around the world are demanding constant access to premium and original content, with a consistently excellent playback experience", said Voddler Group's CEO, Adam H. Lewis. "The integration of **PERSEUS**® and **V-Net**™ brings a whole new paradigm to video streaming and Quality of Service, particularly to mobile viewers. V-Nova's **PERSEUS**® technology perfectly complements our massively scaling video streaming solution **V-Net**™. It also serves our ongoing crusade to bring a continuously exceptional playback experience to consumers everywhere, including for OTT services. On top of the potential for consumers, this exciting partnership extends to critical business needs such as corporate e-learning and internal training across the globe."

The joint sales and marketing partnership will focus on combining the ability of **PERSEUS** to deliver HD at SD bitrates and SD at audio bitrates with **V-Net**™'s ability to offload 95% of video traffic from central content delivery networks. The impact is that more consumers will be able to receive video data more effectively to their devices. This means less buffering, higher quality of playback, and ultimately more global consumption of video services.

"We believe that infrastructure should not hinder the quality of the OTT experience. For this reason, we designed **PERSEUS** from the ground up to deliver the best picture quality in any environment by significantly reducing bandwidth requirements. We are very happy to welcome Voddler to our consortium of global leaders, and to combine its **V-Net** technology with **PERSEUS** to provide efficient OTT video delivery. This collaboration will allow service operators to truly deliver on their promise of a compelling, high quality video experience on any device, at any time," said Guido Meardi, V-Nova CEO & Co-Founder.

"With more video streamed to mobile devices than ever before, hybrid delivery networks are becoming increasingly important," said Eric Achtmann, V-Nova Executive Chairman & Co-Founder. "Enabling Voddler's **V-Net** with **PERSEUS** ensures that high quality content is seamlessly delivered, regardless of the network used to access content. As was originally intended during the creation of **PERSEUS**, we are pleased to see the emergence of paradigm-shifting 'PERSEUS-powered' video distribution solutions by leading innovators in the space".

**About Voddler**

Based in Stockholm, Sweden, Voddler Group AB is the creator of the next generation video streaming solution Vnet™, the world's best cloud-based streaming technology. Vnet, extends our partner's streaming solutions globally, delivering an unparalleled film viewing experience to any Internet-connected device with stunning quality of service at a fraction of today's streaming cost. Vnet integrates seamlessly with existing streaming solutions to unleash their full potential. Vnet™ has streamed millions of movies from dozens of content owners, including the Hollywood majors, to millions of users worldwide.

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