



## OPENTV DEMONSTRATES ADVANCED DIGITAL TELEVISION AND ADVERTISING SOLUTIONS AT SCTE 2006

### *OpenTV CEO Jim Chiddix to Participate on Switched Digital Broadcasting Panel*

*Denver, CO (SCTE Cable-Tec Expo), June 21, 2006* – OpenTV Corp. (NASDAQ NMS: OPTV), a leading provider of enabling technologies for advanced digital television services, will showcase a comprehensive suite of advanced digital television and advertising solutions at the SCTE Cable-Tec Expo 2006 conference in Denver on June 21-23, 2006. Demonstrations will be held at OpenTV's booth 764.

On Wednesday, June 21, OpenTV CEO Jim Chiddix will join other panelists at the Pre-Opening General Session Breakfast for a discussion on switched digital broadcasting. OpenTV and C-COR, a global provider of solutions that simplify the transition to on demand networks, recently demonstrated the industry's first open architecture for switched digital broadcasts at NCTA (The National Show) in April.

"The television and communications industries are on the brink of change with IPTV, mobile video, HDTV, interactive TV and on-demand video proliferating and evolving at quite a clip," said Jim Chiddix, CEO at OpenTV. "Our SCTE demonstrations and participation at the Expo reflect our ongoing efforts, following our recent CableLabs and TimeWarner announcements, to assume a much higher profile and more significant leadership position in the U.S. digital television market. In today's competitive market, beyond having to cost-effectively manage and extend the life of set-top boxes, operators need to roll out new applications and services consistently and quickly. We're helping operators, programmers and advertisers address these issues, with the most robust, reliable and market-proven technologies available for quickly and seamlessly delivering the next generation of advanced television and advertising solutions."

In the exhibit, OpenTV will show:

- Its popular Core middleware ported to Motorola legacy set-top boxes, enabling multiple applications, including Time Warner's Mystro Digital Navigator (MDN), video mosaics, and games to run on set-tops that have previously been able to run only a single application at a time.
- Its Switched Digital Video extension for Core 2.0 middleware. This solution offers cable operators the ability to deploy Switched Digital Video on set-tops running the Core 2.0 middleware, including the Motorola DCT series. Switched digital broadcasting enables instant bandwidth allocation for infrequently used channels, rather than the current means of allocating bandwidth to lesser used channels all the time, freeing up bandwidth for other core competitive offerings such as high definition broadcasting and video-on-demand.
- Advanced Advertising Solutions: Demonstrations will feature an end-to-end enhanced advertising system that engages audiences by enabling the efficient creations, validation, scheduling and launch of compelling, interactive and enhanced advertising applications. OpenTV's advertising sales and inventory management solutions showcase maximum flexibility for dynamic allocation, scheduling, traffic, verification, and billing.

- Personalized Television Services: OpenTV has integrated technologies with ICTV™ and will be demonstrating a personalized mosaic that delivers greater navigation and Internet-type programming and advertising capabilities to OpenTV-enabled set-top boxes.

#### About Open TV

OpenTV is one of the world's leading providers of technologies and services enabling the delivery of digital and interactive television. The company's software has been integrated in over 67 million digital set-top-boxes in 96 countries. The software enables enhanced television, interactive shopping, interactive and addressable advertising, games and gaming, personal video recording, and a variety of consumer care and communication applications. For more information, please visit [www.opentv.com](http://www.opentv.com).

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