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InnoMedia and Clearcable team up to promote SIP Trunking/Hosted VoIP products with *Smart*-**DQoS**^{TM} in Canada

San Jose, CA and Stoney Creek, ON – July 27, 2010 – InnoMedia today announced that it has reached an agreement with Clearcable Networks to distribute InnoMedia ESBC products.

This distribution agreement will allow Clearcable to deliver products anywhere in Canada. Clearcable is strategically located in Ontario and, with its focus on mid-market MSOs, it will be able to facilitate the adoption of *Smart*-**DQoS**^{TM} technology as the premier solution to voice system bandwidth prioritization using InnoMedia's ESBC 8528-4B. The InnoMedia ESBC with *Smart*-**DQoS**^{TM} is based on InnoMedia's exclusive Device-initiated DQoS technology.

 "We are excited to be the first solution provider to distribute the InnoMedia ESBC 8528-4B and make it readily available in Canada," states Rob McCann, President of Clearcable Networks. "This is a much needed solution for voice over cable because of its simplicity and performance. Using the InnoMedia ESBC 8528-4B, Clearcable will be able to deliver the optimum solution for high quality hosted voice and SIP trunks on all systems."

 "We are delighted to forge this relationship with Clearcable Networks," states Dr. Nan-Sheng Lin, President of InnoMedia. "Clearcable Networks will anchor our presence in Canada. We have been searching for a capable distribution partner, one who shares our commitment to quality. Clearcable's excellent reputation and years of experience in the industry make them uniquely qualified to understand MSO needs for success in this rapidly growing market and the value of *Smart*-**DQoS**^{TM} technology."

The InnoMedia ESBC 8528-4B is an ideal demarcation solution for Cable Operators to deliver SIP Trunking and hosted voice telephony as well as

broadband Internet service to enterprise customers. Located at the network edge, the ESBC 8528-4B enables NAT and firewall traversal, permitting VoIP traffic to enter the network while preventing unauthorized access. The ESBC 8528-4B supports SIP normalization and ensures interoperability with enterprise customer equipment, such as an IP-PBX or IP Phones.   The ESBC, with an embedded cable modem, can support end-to-end QoS to allow MSOs to deliver uncompromised call quality for the first time. With **Smart-DQoS**^{TM} technology, InnoMedia's ESBC 8528-4B establishes UGS service flows without requiring network Policy Servers, thus greatly simplifying network setup considerations for MSOs. Since its introduction earlier this year, this product has been acknowledged to dramatically improve voice quality for both hosted and on-premise VoIP services provided by MSOs.

For more information about the product, go to:
http://www.innomedia.com/products_cable_esbc8528_features.shtml

About InnoMedia:

Founded in 1995, InnoMedia is a privately owned multinational organization with operations in the United States, Singapore, Taiwan and China. The company delivers Internet and broadband access IP Telephony solutions to broadband service providers and distribution partners. InnoMedia has the most advanced, award-winning portfolio of IP Telephony solutions available in the market today, delivering high-quality voice and video over any IP network. For more information on InnoMedia, visit the company's website at www.innomedia.com.

About Clearcable Networks:

Clearcable is a specialized consulting engineering firm firmly focused on the needs of mid-market broadband service providers and the development of new residential and business services products in Canada and United States. Founded in 2004, Clearcable provides expert help to enable appropriate technology and services for advanced communications by augmenting the existing or building the internal engineering support for its client base. With proven experience and relevant industry references, Clearcable understands the unique requirements facing service providers, consumers, and small businesses and ensures they stay in control of their business and connected to communications. Clearcable was recently recognized by PROFIT Magazine as one of Canada's Fastest Growing Companies as listed in the 2010 PROFIT 100.

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About *Smart*-**DQoS**^{TM} Technology:

Smart-**DQoS**^{TM} is InnoMedia's exclusive proprietary Device-initiated DQoS technology which enables edge devices to intelligently initiate and manage DOCSIS DQoS UGS service flows based on user and signaling events without the need for network based policy servers. *Smart*-**DQoS**^{TM} technology instantly allows end-to-end quality of service without having to wait for network infrastructure modifications.

InnoMedia® and *Smart-DQoS*^{**TM**} are trademarks of InnoMedia Pte. Ltd.