

**CLIENT: DENNIS NUGENT | VIDILLION**

**PRESS RELEASE:** SwigMedia selects Vidillion for advertising platform for Geniatech / SwigMedia Swig4k STB

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## **Swig Media Selects Vidillion as Advertising Platform for Swig4k STB**

***The Trifecta: Video distribution provider SwigMedia, advertising distributor Vidillion and leading OEM/OTT manufacturer Geniatech team up for new Swig4k STB to debut in IBC 2014***

*(PRESS RELEASE)*—**September 4th, 2014**— SwigMedia, a pioneer in video distribution systems headed by its Founder and CEO Ivan Gulas, selects Vidillion for its advertising platform as it launches the Swig4k set-top boxes for ultra-high definition televisions. SwigMedia and Vidillion have been partners in content distribution through Swig Global Television Network's efforts to permeate the worldwide market while minimizing content delivery costs using its disruptive technology.

Vidillion has established its name as a pioneer in precisely-targeted online advertising distribution, having built the world's largest video ad marketplace through its proprietary technology service, VidTizer. SwigMedia has chosen Vidillion as its advertising platform as it creates a set-top box specific for 4k, or ultra-high definition, televisions. "Given our global focus, Vidillion's proprietary patent pending software, which allows precisely targeted ads based on device, profile, geography, language and their individualized ads per viewer, provides the ability to maximize ad revenue per country. This is a major plus for our content provider partners globally," says Gulas, a serial entrepreneur and named as one of the "25 players who are reinventing entertainment in Hollywood".

SwigMedia has expressed its desire to compete in the international content distribution market and using Vidillion as its advertising arm will cement this position. According to Dennis Nugent, Vidillion Founder and COO, "VidTizer uses our patent-pending technology to precisely target ads, verify ad delivery, deliver to any internet-connected device, and prevent viewer overexposure. VidTizer also easily supports over 50 languages, making it ideal for the global reach of Swig4k STBs."

Nugent adds, "The Swig4k STB system aims not only to make content delivery more effective in terms of costs and resources but also to make it easier for content owners such as small- and medium-sized studios to get their content online. This will help offer more video choices for the viewers using ultra-high definition TVs."

These STBs are made by leading OEM/ODM manufacturers in China, Geniatech. Geniatech specializes in providing an open android-based hardware and software platform for OTT android boxes with an embedded digital TV tuner in it, video capturing devices and video converter devices. The company also partnered with SwigMedia to create the Swig4k STB hardware, focusing on the processors inside to make it work with codecs and putting the SwigMedia backend system in the boxes. In strategic partnership with Geniatech and Amlogic, whose semiconductor solutions continue to revolutionize the

performance of Android IP/OTT products, Swig4k STBs can optimize set-top solutions to cover digital satellite, cable and terrestrial models specific for the emerging 4k market.

The Swig4k will feature a wide array of content such as that coming from Netflix, Hulu and YouTube. It will also include Pursuit Channel, which is a Vidillion partner in content delivery. Swig4k is the 'first to market' STB to combine leading edge hardware, software and complete 'end-to-end' solution, including Vidillion and Pay Per View monetization options to content distributors, networks, studios and Telco. Swig4k powered by SwigStream™ seamlessly integrates all tasks and functions to offer uncompromising quality and significant market competitive advantages, including 4K streaming at an unprecedented 6.0 Mbps, which is within the range available to average households in the US, UK and other countries internationally.

Swig4k is set to debut in the 2014 International Broadcasting Convention (IBC) at the Geniatech booth (5 Hall A41a) in Amsterdam this September 12-16.

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**About Vidillion: Vidillion built the first connected TV monetization platform, VidTizer. VidTizer enables video content owner and video service providers (VSPs) to make money from content viewed on connected TVs.**

**Vidillion's proprietary patent-pending software allows precisely targeted ads based on device, profile, geography, language and context, and verifies ad delivery.**

**VidTizer three-tier hierarchies of business rules maximizes the revenue from ad inventory and allows content distributors to limit ads to viewers based on profiles such as religion, language, device, content or other parameters. VidTizer includes the Vidillion Versatile Anonymous System (VAST) proxy server that allows delivery of ads to non -VAST compliant devices. VidTizer uniquely offers content owners the means to monetize their video content on Connected TVs. For more information, please visit [www.vidillion.com](http://www.vidillion.com)**

**About Swig Media: SWIG MEDIA is a Comprehensive Global Digital Video Distribution Provider and a Disruptive Entertainment Technology Company, with Corporate Headquarters in Los Angeles, USA and Technology Headquarters in Plauen, Germany. The Company was created in November of 2013, through the merger of two Companies, SWIG Global Mobile Entertainment Network founded by Ivan Gulas and Innovative Media Technology Company founded by Dr. Gunter Schubert in Germany, SWIG MEDIA's new SWIG GLOBAL TELEVISION NETWORK, running completely on SWIG MEDIA's proprietary technologies is now also a free App at iTunes and Google play (links at [www.swigmedia.com](http://www.swigmedia.com)). The Company is also launching SWIGFLIX, a premium subscription and PPV service that will also offer streaming UHD (4K) content. With the launch of Swig4k Media Box, the company actualized its mission to reach every screen, on all popular devices irrespective of manufacturers, from mobile devices, tablets, TV and projectors with one completely integrated TV everywhere solution powered exclusively by SwigStream™.**

**In addition to Channel Partnership opportunities on SWIG GLOBAL TELEVISION**

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**NETWORK, and Content Distribution on SWIGFLIX, comprehensive distribution services are now offered by SWIG MEDIA, including a turn-key, 'White Label' TV Everywhere product for TV Networks, Studios and Distribution Companies, as well as Software as a Service (SaaS).**  
**<http://www.SwigMedia.com>**

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