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Press Release

Source: Asankya

Asankya Launches Company at DEMO Conference

Monday January 28, 7:00 am ET

Partnership with In-Q-Tel Introduces Parallel Networking Technology to Intelligence Community; Improves Speed and Quality of Streaming Content

PALM DESERT, Calif. and ATLANTA, Jan. 28 /PRNewswire/ -- Today Asankya, which provides optimized transport of high quality streaming content both one- way and two-way over IP networks, launched at the DEMO 08 conference in Palm Desert, CA, January 28-30. Asankya's unique technology solution solves common challenges associated with rich media content delivery such as buffering, pixilation and lengthy downloads, enabling end-users to experience all forms of real-time content in its true original form and without interruption.

In conjunction with the company launch, Asankya has partnered with In-Q-Tel, the independent strategic investment firm that identifies innovative technology solutions to support the mission of the broader U.S. Intelligence Community, to supply Asankya's unique Parallel Networking technology that is capable of delivering high quality streaming and two-way interactive content.

"Our strategic partnership with In-Q-Tel allows Asankya to demonstrate the flexibility and unique capability of its technology to provide true streaming media and two-way interactive content at improved speeds and HD quality," said Scott Ryan, President and CEO of Asankya.

"Issues of national security demand cutting-edge technologies that deliver uncompromised data in a timely manner," states Troy M. Pearsall, Executive Vice President of Technology Transfer at In-Q-Tel. "Asankya's technology helps users meet these objectives - allowing the efficient delivery and sharing of mission critical information for the U.S. Intelligence Community."

The First True Streaming and Delivery Network

Asankya is creating Hypermesh, the first media delivery network capable of handling true streaming and two-way interactive content. The core technology behind Hypermesh, Parallel Networking, intelligently selects, characterizes and simultaneously utilizes multiple network resources such as network paths and caches to effectively transport content by avoiding congestion related problems that plague streaming quality and the end-user experience.

Asankya's Hypermesh network supports all media experiences and boosts performance of live and on-demand streaming, two-way interactive content and media downloads. Hypermesh is currently piloting in ten U.S. markets and will be available in early Q2 2008.

Asankya is currently beta testing Hypermesh with several customers in the live streaming video and storage and file sharing markets.

At the Forefront of an Emerging Industry

According to a new forecast from IDC, Internet video services will generate over $1.7 billion in revenue by 2010, an increase of more than $1.5 billion from 2005 totals. Wintergreen Research also forecasts streaming media enterprise markets to reach $2 billion by 2013.

"DEMO identifies and showcases companies and technologies that will have a significant impact on the marketplace in the coming year," said Chris Shipley, executive producer of the DEMO conferences. "Asankya is poised to make its mark by supplying truly breakthrough technology to the CDN space with consistent, cost-

effective and high-quality delivery of real-time media content over the Internet."

About Asankya

Asankya provides optimized transport of streaming and two-way traffic over all IP networks, enabling end-users to experience all forms of real-time content at the highest quality and without interruption. Developed at Georgia Tech, the private, Atlanta-based company was founded in 2004 by Dr. Raghupathy Sivakumar. The Asankya team is led by Scott Ryan, former co-founder and CEO of Incanta. For more information about Asankya, please visit the company's web site at www.asankya.com.

About DEMO

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

About In-Q-Tel

In-Q-Tel is the strategic, not-for-profit investment firm that works to identify, adapt, and deliver innovative technology solutions to support the mission of the U.S. Intelligence Community. Launched by the CIA in 1999 as a private, independent organization, In-Q-Tel's mission is to identify and partner with companies developing cutting-edge technologies that serve the national security interests of the United States. Working from an evolving strategic blueprint defining the Intelligence Community's critical technology needs, In-Q-Tel engages with entrepreneurs, growth companies, researchers, and investors to deliver technologies that provide superior capabilities for the CIA and the larger Intelligence Community. In-Q-Tel concentrates on several broad commercial technology areas, including application software and analytics; communications and infrastructure; digital identity and security; embedded systems and power; and bio, chemical, and nanotechnology. To date, In-Q-Tel has engaged with more than 100 companies and delivered more than 140 technology solutions to the Intelligence Community. To learn more about In-Q- Tel, visit www.iqt.org.

Source: Asankya