



## **FOR IMMEDIATE RELEASE**

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### **Intuitive Web Video Ad Insertion Leader Keystream Announces its Public Debut**

*Video Analysis, Broadcast and Advertising Industry Experts Make up Management Team and Advisory Board*

**MOUNTAIN VIEW, CA – November 10, 2008** – Keystream™ Corporation (<http://www.keystream.com>), the global leader in intuitive Web video ad insertion, today announced that the company is coming out of stealth mode and publicly announced its management team. The company is funded by Voyager Capital and angel investors who invested in the company's initial round of funding earlier this year.

Keystream's management team is a well-balanced mix of seasoned professionals with both highly technical expertise and long-standing industry experience including, Schuyler Cullen, co-founder & CEO; Edward Ratner, co-founder & president, Research & Development; and John Varney, vice president, Business Development. With eight patents filed and more to come, Cullen and Ratner developed Keystream's underlying video analysis technology, including key algorithms that provide Keystream with a dramatic competitive advantage. Cullen and Ratner are joined by Varney, a Broadcast veteran with deep broadcast and video industry relationships. With over 30 years of industry experience, Varney was most recently the Chief Technology Officer at the BBC. Varney will provide Keystream business-level strategy input and work to further develop the company's growing customer base.

Coincidental with the funding, Voyager Capital managing director, Enrique Godreau III ([http://www.keystream.com/enrique\\_godreau.html](http://www.keystream.com/enrique_godreau.html)), joined Keystream's board of directors. Godreau has over 25 years of information technology research, development, product management and investing experience. He has been involved on the boards of over a dozen companies, several in the digital marketing industry.

Keystream is the first and only intuitive Web video insertion company in the industry to automatically and unobtrusively place ads in commercially or user generated video content. The company's software-as-a-service (SaaS) SmartAd™ (<http://www.keystream.com/smartad.html>) platform enables Web video publishers (<http://www.keystream.com/publishers.html>), broadcasters and advertisers alike, to monetize their video assets through automated insertion of non-obstructive, non-interruptive advertising. With SmartAd's sophisticated object recognition technology, the platform is able to automatically and intuitively locate subject matter on the screen and place ads in blank spaces. Keystream's innovative SmartAd Web video advertising solution offers a dramatic improvement, including increased click-through rates over traditional methods such as banner overlays. For more information on the SmartAd platform, see "Keystream Launches SmartAd™, the Industry's First Automatic and Intuitive Web Video Ad Insertion Platform," or visit <http://www.keystream.com/smartad.html>.

"Keystream's video analysis technology is extremely unique and its application to intuitive online ad insertion pioneers an innovative and lucrative digital marketing solution," said Godreau, Voyager Capital managing director. "The team's vision and understanding of Web 2.0, Web services and video analysis, coupled with the accelerating growth of the digital video market, makes Keystream a compelling opportunity."

"Over the last four years of developing the SmartAd platform, it became clear to us that we didn't want to just be a leader in the online advertising market, we wanted to redefine it," said Schuyler Cullen ([http://www.keystream.com/schuyler\\_cullen.html](http://www.keystream.com/schuyler_cullen.html)), Keystream's co-founder and CEO. "With our SmartAd platform we are revolutionizing the market by providing a completely automated solution that is sophisticated enough to intuitively place ads in digital video that are non-obtrusive and provide absolutely no visible disruption of the viewing experience. We have built a technology platform which will be the basis for many future innovations and new products to come."

"In the short amount of time that we have been trialing our platform with broadcasters and Web video publishers, we have received an enormous amount of enthusiasm and acceptance," said John Varney ([http://www.keystream.com/john\\_varney.html](http://www.keystream.com/john_varney.html)), VP of business development. "Our platform provides many opportunities to monetize digital video content. If significant inventory is available – we can typically insert an ad every 2 minutes. With this noteworthy improvement in ad format, we are seeing much better click-through rates than standard forms of advertising."

### **About Keystream's Management Team**

#### **Schuyler Cullen, co-founder & CEO**

Schuyler Cullen is co-founder and CEO at Keystream. He has been on the forefront of video analysis R&D for the last decade. He has a strong track record

of breakthrough research and hands-on development of novel video compression and video analysis technology and applications.

Cullen began his professional career at Pulsent Corporation as an algorithm scientist. He was responsible for a team of ten scientists and engineers whose work contributed to Pulsent's core chip product suite. He is first author of a patented image compression algorithm and has filed eight additional patents. His papers have been cited over 400 times in scientific publications. Cullen has a Stanford PhD in Theoretical Physics. He received a B.S. in Physics and Mathematics from Caltech.

**Edward Ratner, co-founder & president, Research & Development**

Ed Ratner has been delivering breakthrough technologies in the video industry for over ten years. He was the VP of R&D/chief scientist at Pulsent Corp. where he led the development of a proprietary object-based video codec that resulted in the filing of over 60 patents of which over 20 have now been issued.

Prior to Keystream, Ratner held senior technical positions at KLA-Tencor, Synopsys and Deutsch Research. Ratner was elected to be a senior member of IEEE in 2004. He received his Ph.D. from Stanford University where he was a Hertz Foundation Fellow. He also won the National Science Foundation and the National Defense Science/Engineering Fellowships.

**John Varney, vice president, Business Development**

John Varney is a 30-year veteran of the broadcast and video industry. Prior to Keystream, Varney consulted several companies in the video and digital media space helping them understand the possibilities offered by technology in the areas of business development, internal processes and services. Previously, Varney was the CTO at the BBC, where he was responsible for the company's overall technology vision, strategy and delivery.

Varney has also held executive positions at Granada, the UK's largest commercial TV production company. At Granada, he was instrumental in the launch of digital broadcasting in the UK. He also was part of the corporate M&A leadership team where he was involved in the successful IPO of Granada Media. Varney is a regular presenter at universities and conferences worldwide, bringing his experience to a new generation of technologists and business leaders.

**About Keystream Corporation**

Keystream is the global leader in intuitive Web video ad insertion. Using Keystream's innovative SaaS-based SmartAd™ platform, Web video publishers, broadcasters and advertisers can generate revenue through automated insertion of non-obstructive, non-interruptive advertising into any video content. The platform offers a dramatic improvement over other video ad models, including increased click-through rates that are higher than traditional methods such as banner overlays. Founded in 2004, Keystream is a privately held company

backed by Voyager Capital and angel investors. The company is headquartered in Mountain View, CA with additional offices in Cheshire, U.K. For more information, call (650) 969-6006 or visit [www.keystream.com](http://www.keystream.com).