

## *Yonden Media Works Selects Wowza Media Server™ Pro to Replace Adobe® Servers for Flash® Streaming*

### **The Wowza Pro Performance, Economics and Superior Support Are Key Factors in Yonden's Decision**

San Jose, CA, October, 2, 2007—**Wowza Media Systems** announced today that **Yonden Media Works (YMW)**, a leading provider of video and media services in Japan, has selected **Wowza Media Server Pro** as the official Flash streaming software server platform for its entire range of Flash media services, including live and on-demand video streaming.

The launch of Yonden Media Works's Wowza Flash Streaming Service marks a new era in large-scale Flash streaming in Japan. Wowza Media Server Pro, the most advanced Flash streaming server software currently available replaces the outmoded Adobe Flash Communication Servers (FCS) which YMW had deployed previously.

"We are pleased to be the first to offer Wowza-powered Flash streaming in Japan," said **Kazuyoshi Nakaoka, President, Yonden Media Works**. "Wowza Media Server Pro performance is exceptional and lets us easily scale up to meet the growing demand for Flash media services."

"Wowza has exceeded our expectations on every level," added **Isono Tomoaki, Director Technology and Development, Yonden Media Works**. "The product has proven itself to work well in demanding stress tests, and its economics, along with the dedicated level of support offered by the Wowza team, has shown us that we have selected a Flash streaming solution that stands above its competitors."

"Being selected by Yonden Media Works, one of the most experienced streaming service providers in Japan, is a big honor," said **David Stubenvoll, Chief Executive Officer & Co-Founder, Wowza Media Systems**. "For us, it is an incredibly strong validation of the value Wowza is able to deliver to service providers worldwide."

#### **Among the highlights of the YMW deployment:**

- Yonden Media Work's on-demand Flash video service now brings its customers an enhanced viewing experience made possible by Wowza Pro's unique **fast-forward/rewind** functionality.
- Wowza's **SecureToken** anti-ripping methodology gives the YMW customers the strongest available protection from content piracy in on-demand and live streaming.
- Using the Wowza edition of YMW's FLV Manager, customers can organize their videos into playlists, record live events, and validate their recorded content prior to posting.

The YMW Flash Streaming Service is available for corporate and product promotion, social networking, media sites, e-learning and many other uses. For more

information on YMW's Wowza-powered suite of services, visit [www.ymw.co.jp/wowzamedia/service.htm](http://www.ymw.co.jp/wowzamedia/service.htm).

#### **About Wowza Media Systems**

Wowza Media Systems, a software company headquartered in San Jose, CA, is a developer of interactive streaming media server software. Its flagship product, Wowza Media Server Pro, features an innovative server architecture that delivers unmatched performance, functionality, and scalability at a total cost of ownership up to 80% less than the leading alternative, Adobe Flash Media Server. Wowza Media Server Pro enables customers like Macy's, Thomson Learning, Interoute, and Julius Blum GmbH to deliver interactive and entertaining Flash applications and content, including video on demand, live video distribution, video recording, and chat, and is finding application in a broad range of industries, including entertainment, social media, advertising, enterprise, education, government, and Internet commerce. For more information, visit Wowza Media Systems at [www.wowzamedia.com](http://www.wowzamedia.com).

#### **About Yonden Media Works**

Yonden Media Works is one of Japan's most established turnkey streaming services providers. Founded in 2001, Yonden Media Works is an affiliated company of Shikoku Electric Power Co, Inc, one of the 10 electric utilities in Japan and a major provider of diversified services, including a full range of energy, telecommunications, business and lifestyle support services. Yonden Media Works delivers video production, webcasting, web conferencing, live and on-demand streaming video distribution, and e-learning services to a broad range of customers in Japan. For more information, visit [www.ymw.co.jp](http://www.ymw.co.jp).

# # #

#### **Media Contact:**

Bill Lessard  
PRwithBrains for Wowza Media Systems  
+1 (914) 476-6089  
[wlessard@prwithbrains.com](mailto:wlessard@prwithbrains.com)

###

Wowza and related marks are trademarks of Wowza Media Systems. Adobe and Flash are registered trademarks of Adobe Systems Incorporated. All other trademarks are the property of their respective owners.