



FOR IMMEDIATE RELEASE

Contact: Juanita Berge
(610) 892-7970 ext. 22
juanita.berge@alliedpixel.com

Allied Pixel Builds Web Video Player for TelVue Corp.

MEDIA, PA – (September 2008) Allied Pixel was tapped to develop a new video player for **TelVue Corporation**. TelVue provides public, education and government channels with integrated online video and content management solutions. Previously, TelVue used a third party video player to deliver their clients' content. The player was limited in functionality and costly to lease. Allied Pixel produced a new Flash-based video player that enables TelVue to utilize their own Content Management System (CMS) which manages their clients' content, as well as to provide enhancements to the user experience not previously available with their third party player. These enhancements include the ability to skin the player, the ability to deliver ads through the player and the ability to categorize a client's video content. The cost of leasing a player has been eliminated, and the user experience enhancements have increased the marketability of TelVue's services.

Having built a video player that addressed all of TelVue's initial needs, Allied Pixel is now involved in stage two of the project – further enhancements to the user interface of the video player. Additionally, Allied Pixel has begun work on a complete redesign of the TelVue website.

About Allied Pixel:

Allied Pixel is a next-generation integrated media production company that specializes in the convergence of video production, Web development and interactive multimedia production. Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. Its clients include some of America's best known companies and institutions. Allied Pixel creates interactive Web sites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks - all with a singular passion for its work and dedication to excellence. For more information, visit www.alliedpixel.com.

###