



Emirates
International
Capital Advisory

Level 41, Emirates Towers, Sheikh Zayed Road
P.O. Box 31303, Dubai, United Arab Emirates
Phone: +971 4 313 2764
Fax: +971 4 313 2765
Email: info@emiratescapital.net
Website: www.emiratescapital.net



On behalf of Emirates Capital, Investors
invites you to breakfast and a presentation by
Broadcast International Inc. of an
exciting Private Placement Opportunity

Thursday 25 February
The Address Dubai Mall
7.30 am - 9.00 am
Breakfast will be served at 8.00 am

Investors Dubai is excited to bring to you, on behalf of Emirates Capital, news of an important new product which will revolutionise broadcast technology. For more information about the product, please see the information below:

CodecSys: Breaking the bandwidth barrier

Industry pundits agree that a crisis in bandwidth is looming as user demand for video, particularly HD programming, accelerates. Cable providers are under intense pressure, but other delivery platforms such as broadcast TV, satellite, Telco's and wireless all face a similar challenge. Likewise, a new generation of

bandwidth-intensive applications such as live video chat and live streaming video to cell phones is waiting on the horizon for the bandwidth barrier to be successfully broken.

CodecSys, with its ability to slash bandwidth requirements more than 80% is the solution to the bandwidth crunch. CodecSys achieves its breakthrough performance through a patented architecture that uses artificial intelligence to analyze a video stream and select the codec (algorithms that compress digital video prior to streaming on the Internet) best-suited to a particular video frame sequence from an entire library of specialized codecs. This multiple codec approach is in sharp contrast to all competitive solutions since every other solution relies on single codecs only. Because each individual codec is optimized for only a particular type of video frame or stream (fast or slow motion, for example) no single-codec solution can possibly rival the performance or quality offered by CodecSys with its multiple codecs. In other words, rather than running a stream of video through one codec and getting the best video and audio that one, generalist codec has to offer, CodecSys runs each frame of video past a collection of the highest-quality codecs available and determines which codec is best for that particular frame or series of frames.

For a large organization, CodecSys can mean a savings of hundreds of thousands of dollars per year in satellite or terrestrial bandwidth expenses. For a smaller to mid-sized company, this solution can make live Webcasts and on-demand streaming an affordable reality at quality levels previously possible only via satellite.

CodecSys is "future-proof"

In addition to providing unparalleled performance, CodecSys is unrivaled in its ability to accommodate the latest standards or new codec technologies as they emerge on the market. With CodecSys, new codecs can be readily added to the library as they become available, with a simple software upgrade. While competitive solutions based on tightly coupled hardware/software architectures are rendered obsolete by change, the CodecSys software architecture is designed from the ground up to embrace it. CodecSys is the only video compression solution on the market that is virtually "future-proof," protecting the infrastructure investments of its customers in this rapidly changing market.

CodecSys, IBM and multi-core processing

The CodecSys multi-codec software architecture is particularly well-suited to exploit the power of the new generation of multi-core parallel processors such as IBM's Cell Broadband Engine (Cell B/E), that "supercharge" compute-intensive applications such as video compression.

Broadcast International and IBM have entered into a joint development project to integrate and optimize the IBM BladeCenter QS21 "Blade Center" and the CodecSys software. This powerful and synergistic combination of technologies will bring video compression to unprecedented levels, cutting bandwidth requirements more than 80%. Like the CodecSys software, the IBM BladeCenter is scalable and upgradeable; adding additional processing power is as easy as adding another processing "blade."

CodecSys patents

BI's breakthrough approach of using multiple optimized codecs is patented by Broadcast International in seven countries, including the U.S., Russia, India, Malaysia, Australia, Korea, and Singapore.

BROADCAST TECHNOLOGY IS NOW MICROSOFT COMPLIANT AND WILL LIKELY BE A TARGET FOR ACQUISITION BY SOME OF THE WORLDS LARGEST MEDIA, TELCO AND INTERNET RELATED COMPANIES. BROADCAST INTERNATIONAL IS A USA-BASED PUBLIC COMPANY (NASDAQ CODE BCST).

You will also have the opportunity to meet Broadcast management at the Investors meeting the previous evening at the Capital Club. Places at both events are limited so to take advantage of this exciting opportunity please confirm as soon as possible, stating which events you will be attending, by emailing vanessa.batten@investors.ae. For more information about Investors, please visit our website at

www.investors.ae.

We look forward to seeing you there.

Best regards,

Edward Roderick Director

Investors MENA

PO Box 74327 Dubai

United Arab Emirates

m +971 (0)50 655 4527

t +971 (0)4311 6618

e edward.roderick@investors.ae

w www.investors.ae

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