PROGRESSIVE NETWORKS' REALVIDEO LAUNCHED WITH WIDE INDUSTRY SUPPORT

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Also Attention Entertainment and Business Editors

Cannes, France, February 10 - More than 50 international companies from the entertainment, personal computer and content industries, including Warner Bros., EMI/Virgin Records, BBC, Telepiu, Ferrari, Sony Music, Hotwired, Starwave, MGM, Polygram, Aegean Records, MCA and ABC today announced support for Progressive Networks' RealVideo, a full featured solution for delivering real time video over the Internet.

RealVideo was launched during simultaneous ceremonies conducted in Cannes and New York. In Cannes, Aegean recording artist George Michael introduced the product via a specially produced clip available only in RealVideo. In New York, film director Spike Lee premiered three new five minute film shorts exclusively for RealVideo users. These clips and many others are available for viewing at *http://www.real.com*

"We believe RealVideo delivers the best cross-platform solution for live and on-demand video on the web," said Rob Glaser, Chairman and CEO of Progressive Networks, pioneer and market leader for real-time audio and multimedia over the Internet. "But in the end, RealVideo's success will be measured by the great content and technology partners. Progressive is very excited about the broad support announced for RealVideo today. We believe RealVideo will do for video what RealAudio did for audio on the web, and help deliver the next step to turn the Internet into a true mass medium."

"As a musician, I feel that my audience will only fully embrace the Internet when it gives them the quality that they are accustomed to," Michael said. "And with the help of RealAudio and RealVideo, Aegean Net will be the first website to give music fans exactly that … exactly what they want."

RealVideo is the first video product optimized for today's bandwidth needs, delivering "newscast" quality video over 28.8 kbps modems as well as "full-motion" and "broadcast-quality" video over greater bandwidths such as V.56 (56kbps), ISDN (56/64kbps) and LAN (100 kbps and above). On the client side, RealVideo delivers easy-to-use, advanced interactive player features, such as seeking and scanning, clickable video regions, and buffering for greater video quality. On the server back-end, RealVideo delivers the most scaleable, cost-effective media server solutions, allowing webcasting companies to deploy from several hundred to several thousand of individual video streams at both 28.8 kbps dial-up and Intranet uses.

Anthony Khan, Director of Interactive Services for Telepiu, said "RealVideo allows Telepiu to enrich its Internet presence while also creating and testing interactive services that we will bring to the digital satellite television platform."

RealVideo can be obtained for free off the net by downloading the RealPlayer from *http://www.real.com* . RealVideo is the only streaming video product that offers large-scale distribution for Internet and Intranet broadcasting and is built on the most reliable and feature-complete streaming technology on the Internet.

Progressive Networks, creators of RealAudio and now RealVideo, also announced today a strategic alliance with Iterated Systems, Atlanta, Georgia. The development pact involves some core video compression technologies behind RealVideo, called codecs, which boost the professional quality of audio and video for the web.

The RealVideo platform is supported by industry-leading tools vendors including InSych Speed Razor, InSych Kohesion and Adobe premier which offer advanced video editing and saving of RealVideo files. Terran Interactive is developing a tool to take poor quality video content, clean it up with Movie Cleaner Pro, and save it in RealVideo format. In addition, RealVideo is supported by Netscape plug-ins, Active X Controls and Java Script.

Progressive Networks will show media companies and other businesses how to build audio and video into web offerings at its RealMedia Conference, March 2-4, 1997 in San Francisco. At the conference, web developers will learn everything they need to know about streaming media, from adding CD-quality sound to a web site to integrating full-motion video, animation and MIDI. The RealMedia streaming media platform allows developers to sidestep bandwidth limits. For details, call 1-800-765-3705 in the US or visit the Progressive Networks' web site at *http://www.real.com*

Progressive Networks, based in Seattle, Washington, develops and markets software products and services designed to enable users of personal computers and other consumer electronic devices to send and receive, audio, video and other multimedia services using the web.

COMPANY

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