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## **TELLYTOPIA'S I2TV SERVICE REACHES 1 MILLION TV SETS**

I2TV is an open door for the performing arts on TV

### **San Francisco Bay Area viewers are becoming TV stars with KAXT channel ONE!**

SANTA CLARA, CA – July 29, 2009 – TV viewers in the San Francisco Bay Area can now enjoy the excitement of becoming TV stars. The i2TV (Internet-to-TV) service, is now on KAXT's digital channel. Channel ONE, specifically channel 1-8. i2TV is powered by TellyTopia is bringing the best local and Internet video and local to Television. Music Groups, Singers, Dancers and theatre groups can now debut their talent to all the San Francisco Bay Area on i2TV.

TellyTopia's i2TV service now reaches more than a million TV sets with existing deployment, in Sacramento, Pennsylvania, etc., i2TV is the first Internet-to-TV service to reach this many viewers over Broadcast, Cable TV and IPTV which demonstrates the flexibility and scalability of TellyTopia's system.

KAXT powers one of the most advanced Digital Broadcasting systems in the country, and has become one of the first Broadcast systems in the world to offer its subscribers the power of convergence of the Internet and Television. i2TV is a 24x7 channel where viewers can now upload their videos to the i2TV portal, at [www.i2TV.tv](http://www.i2TV.tv). The best of the uploaded content is delivered to channel 1-8 on KAXT; it is also available online.

TellyTopia's i2TV service is putting local events, high school sports and family events like weddings, birthday and anniversary parties on TV along with the best of Internet videos. Now TV Viewers in the Bay Area can watch family and friends on TV along with their favorite Internet videos right on their big screen television without the hassle and the small-screen on a computer. I2TV - it's the convenience of the Internet, on television.

"KAXT's state-of-the-art Digital Broadcast system was an ideal partner for us to demonstrate the convergence of the Internet and Television. KAXT has packed 12 digital sub-channels into the equivalent of a single analog broadcast channel" said Kshitij Kumar, TellyTopia's Founder and CEO. "With the i2TV service, High Schools, Churches, and Town Councils in the Bay area can all be TV stars. It is a simple process – shoot, upload, watch on TV – a 'Make Me a TV Star' experience in about 24 hours! They can watch their videos online as well anytime through the i2TV portal at [www.i2TV.tv](http://www.i2TV.tv). Bay Area viewers can upload and share their videos with others in the community, or across the world!"

"i2TV is the most unique programming on television" said Warren Trumbly, CEO at KAXT. "Now anyone can have a television show on TV with i2TV. This is the first time there has been a real connection between the Internet and television, it true democracy in programming. Personally, I find myself captivated by unique or maybe crazy home made programs on i2TV." "It made perfect sense for one of the most advanced Digital Broadcasting stations in the country to partner with one of the most advanced Internet to TV solutions."

#### **About TellyTopia**

TellyTopia's mission is to bring convergence to the worlds of Internet and television. Tellytopia's i2TV (Internet to TV) service brings the best of Internet video content along with community and personal videos to local television. i2TV presentations feature popular film shorts, animation, video blogs and webisode-style series. Local videos from community and sporting events, or other independent productions are easily uploaded for viewing on TV and for sharing with friends, family and television subscribers in your area. Learn more at [www.i2TV.tv](http://www.i2TV.tv), and become a TV star today.

#### **About KAXT**

Headquartered in San Jose, California, KAXT began broadcasting on Channel 22 in 1990.. In July 2009 KAXT-LD began digital programming with 12 video channels and 3 audio only services (radio on TV). Digital Channels 1-1 through 1-12, has a variety programming much of it locally produced and directed to the minority communities including South Asian (Indian), Spanish, and Vietnamese. Fully multicultural, KAXT is programming to the underserved families in our San Francisco Bay area communities.

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