

# netmasters

## Press Release NetMasters BV

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*NetMasters launches cost-effective, qualitative and flexible alternative*

### **New streaming video platform for flashvideo**

**Amsterdam, The Netherlands, 10 July 2007** – A new platform has been launched this week for organisations that want to implement live and on-demand streaming video. The 'Flash<sup>®</sup> Video Platform' that is launched by hosting- and streaming specialist NetMasters, is based on the software of Wowza Media Systems<sup>®</sup> the Wowza Media Server Pro<sup>™</sup>. The platform is especially suited for organisations that desire cost-effective flashvideo streaming and that do not want to do any concessions concerning quality, scalability or reliability.

With this release, NetMasters expands her hosting- and streaming services even further. The new platform is an addition to the streaming video solutions of Adobe<sup>®</sup>, in which NetMasters is specialised. "From now on, each organization can implement flashvideo streaming in a way that suits the organizations size and the available budget", Mark de Jong of NetMasters elaborates.

"We received an increasing demand for a cost-effective solution, that had to be scalable, reliable and of a high quality as well." NetMasters developed a list with demands and went looking for an appropriate solution. During this search, they got in contact with the American Wowza Media Systems<sup>®</sup>. Mark de Jong: "We were very pleased when we discovered their software, which was still in beta phase back then. After extended tests, the product has proven to be an excellent solution for the streaming of flashvideo."

The completely scalable 'Flash Video Platform', setup as a Content Delivery Network (CDN) is an effective expansion on the Adobe Flash Media Server hosting- and streaming services that NetMasters has been offering since 2003. "By signing a contract with Wowza Media Systems as a Content Distribution Network for delivering streaming flashvideo, we are assured of a solid scalable solution with flexibility, low costs and complete support from Wowza Media Systems," De Jong explains. Bert van Wassenhove, Head of New Marketing at One Agency NV resumes: "For the popular Belgian weekly magazine HUMO, part of Sanoma Magazines Belgium NV we have chosen NetMasters because they bring together the three most crucial elements. First and most important they reacted quick and alert on our questions and have demonstrated their professionalism and knowledge of their business, Furthermore they offered different streaming platforms, including flashvideo. This gives us opportunities for the future. Last but not least NetMasters offers competitive pricing. With this combination we were able to setup the wanted festivalradio, available at [www.humoradio.be](http://www.humoradio.be) in a short period."

The Flash Video Platform has proven its worth and operational value in two pilots with great success. The first was a live webcast of the important Dutch premier league soccer final AZ-AJAX where visitors had the possibility of to switch between different televisioncamera's and the directors cut. After this, the Flash Video Platform again took care of large numbers of on-demand flashvideo in the website hoehetmoet.nl. Since these successes, various customers are connected to the platform, among others interactive advertising agencies, streaming websites and publishers.

More information about NetMasters is to be found at [www.netmasters.nl](http://www.netmasters.nl) and [www.flashhosting.nl](http://www.flashhosting.nl). Information about Wowza Media Systems can be found at [www.wowzamedia.com](http://www.wowzamedia.com).

#### **Note for the press:**

For more information please contact Mark de Jong from NetMasters BV.  
tel.: +31 (0)20 - 4930710 e-mail: [m.dejong@netmasters.nl](mailto:m.dejong@netmasters.nl).

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### **About NetMasters BV**

NetMasters BV, also known as FlashHosting, is a privately held company, founded in 2000. It concentrates on specialised on high-end hosting- and streaming environments using load-balancing and clustering. Delivering this critical way of webhosting and streaming is especially requested by companies that are depending on internet applications and –websites.

NetMasters delivers high-end services for flashvideo on-demand audio/video streaming, live webcasts, videoconferencing, videoconverting, e-learning, multiplayer games and other rich media productions. The high-end fast and redundant content delivery network ensures clients for reliable and fully scalable hosting- and streaming services for critical applications.

The ambition is of NetMasters is to be and remain market leader when it concerns flashvideo streaming within the Benelux and become a top-10 player in the whole European market. By partnerships with amongst others, Wowza Media Systems ([www.wowzamedia.com](http://www.wowzamedia.com)), Adobe ([www.adobe.com](http://www.adobe.com)), On2 Technologies ([www.on2.com](http://www.on2.com)) and F5 Networks ([www.f5.com](http://www.f5.com)), NetMasters proves to be an innovative partner when it concerns flashvideo.

Clients of NetMasters are amongst others: Amnesty International, FabChannel.com, Keesing/Telegraaf Media Groep, Dutchview, Leidse Onderwijsinstellingen and other leading companies within the Benelux and Europe. NetMasters was one of the fastest growing technology companies within The Netherlands with a 28<sup>th</sup> position within the Deloitte Tech Fast 50 with a growthpercentage of 650% in the last 5 years.

### **About Wowza Media Systems**

Wowza Media Systems develops streaming (server)software and is situated in San Jose (California, USA) and has a wide experience concerning software-development and flashvideo.

Wowza Media Systems delivers organizations a streaming-solution in the flashvideo area, which are of a high quality although still affordable with the product Wowza Media Server Pro. With this solution, the gaps in the flashvideo market (the delivering of performance oriented, cost-effective and functional streamingsoftware) is filled up.

With this server software, companies can implement streaming on-demand and live flashvideo within the well-known flashplayer of Adobe®. Moreover, the software offers the construction of flashvideo-applications. This is needed to put flashvideo in the market with high performance and large functionality, on a cost-effective way.