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enableTV Launches cablewidget Platform

A proven, tested and fully functional end-to-end modular itv application platform based on enableTV's own design and deployment templates- enableTV cablewidgets ready to roll.

Boulder, Colorado, August 9, 2009 - enableTV, Inc. has developed a modular platform for interactive television application deployment using proprietary software components called "cablewidgets." Each widget is an individual software interactive application that can be combined with others to offer a multi-functional application. For example, the enableTV realtime "Polling Widget" can be offered together with a "News Headlines" ticker and a two-way "Online Purchasing Widget", all at the click of a remote control. Cable television viewers will click on their remote controls to instantly access information they want, like the local weather, market status, or even the daily horoscopes.

Certain program producers will use enableTV cablewidgets to ask viewers their opinions, for example, on which player should be chosen as the MVP for a sports event. The cablewidget will often only be available in certain TV programs, or on certain channels. Others that are more general in scope will be available whenever the viewer wants to see them regardless of what channel or program they are watching. Viewers will always have the choice to display or dismiss any enableTV cablewidget.

To set up, manage, and measure delivery, viewing, and real time interactivity with enableTV's cablewidgets, an enableTV web based portal will provide simple and comprehensive management for clients and programmers.

enableTV's cablewidget platform is available now for both tru2way and ETV deployment.

"We are excited that our development of this platform is now complete and ready to deploy" said Walden Miller, VP and co-founder of enableTV. "The cablewidgets platform has been tested and is ready for deployment. We are grateful to the many clients and organizations that have helped our platform evolve into a stable, deployable, and scalable solution."

About enableTV, Inc.

enableTV, Inc. (www.enabletv.com) delivers interactive television technology and professional services solutions to network operators, consumer electronics manufacturers and content providers to accelerate the time to deployment. The company has extensive experience in the development, testing, and integration of interactive technology within legacy, ETV, OCAP and tru2way environments across multiple networks to multiple devices. enableTV has its headquarters and Independent Test Lab in Boulder, CO, and offices in Portland, OR.

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