



FourthWall Media enthusiastically embraces the standards that deliver the reach the industry has been waiting for. We fully support EBIF, the breakthrough industry specification from CableLabs, and SCTE-130, the standard for advanced advertising systems. FourthWall Media is committed to keeping its products and technology in sync with the industry as these powerful specifications evolve. That's how we became one of the leading EBIF user agent providers.

- **Standards**

FourthWall Media is an active participant in the interactive television industry and the joint efforts taking place across the ecosystem to assemble an advanced digital media infrastructure for TV. Across our product lines FourthWall embraces the standards, specifications, and communities that are necessary to delivering a coherent package to digital set-top boxes across the country.

The cornerstone of our product offering is the CableLabs OpenCable ETV Specification that defines the EBIF application content format. We faithfully implement the EBIF specification in our platform, and leverage the specification across our widgets. Our TV and Ad widgets also run on the tru2way Java-based technology platform.

FourthWall Media's Ad Widgets System delivers interactivity to the 30-second spot. The system is built upon the SCTE 130 standard interfaces that define a unified advanced advertising platform. SCTE 130 is another crucial ecosystem building block, and FourthWall recognizes its role and importance to the success of the industry.

FourthWall Media also supports the OEDN (OCAP/EBIF Developer Network) community that fosters awareness, standards, and their adoption for ITV and ETV developers.

- **Intellectual Property**

FourthWall Media has a broad intellectual property portfolio of patents and trade secrets. To date, several US patents have been granted with many more pending both domestically and internationally. The rich portfolio of innovations fuels the unique capabilities of the FourthWall product line. From set-top box advancements that enable interactive programming and advanced advertising across the full spectrum of deployed in-home equipment, to the latest behavioral profiling critical to long-tail advertising on TV, FourthWall Media has the proven technology and expertise to bring it all to fruition.

- out-of-band bandwidth optimization
- guaranteed datagram delivery and ordering
- client-side data reduction
- EBIF optimization
- client-side behavioral profiling
- program/item recommendation