



New Sheriff in Town at RGB

When considering the post as chairman and CEO of **RGB Networks**, Jef (that's how he spells it) Graham said he was intrigued by the competition among cable vendors and cable's competition with DBS and telco providers, although the fact that startup RGB shipped 400 of its edge decoder units, which it calls the Simulcast Edge Processor, in its first two quarters of business last year for \$9 million in revenues didn't hurt, either.

"Competition is a good thing, and it makes it thrilling," said Graham, who was officially announced as RGB's new CEO and chairman yesterday. "I like this space because it's intriguing, and there are a lot of new things occurring, and we have good technology at RGB."

To date, **Adelphia Communications**, **Time Warner Cable**, **Cox Communications**, and **Charter Communications** have deployed RGB's edge decoder. The reasons it caught on with cable operators were its low power requirements, small rack space and ability to decode, modulate and upconvert up to 48 digital programs to NTSC analog frequencies, all of which played right into operators' digital simulcast deployments.

With software downloads, the RGB box can be used as a switching point for switched digital or as a connection point for combined video and data services. Other applications under development include targeted ad insertion, encryption and bandwidth management.

Telco, IPTV, DBS next for RGB

While being successful with digital simulcast deployments was a good start, Graham and the RGB board want to expand the technology into the telco, DBS and IPTV spaces as well as portals.

Graham, who has more than 20 years of experience in the computer and networking hardware, software and service industries, said the challenge is not having just one solution for operators in a single industry, but coming up with a solution that can be applied to various industries.

Founding CEO Adam Tom will slide over to a new role as executive vice president of Business Development, where his duties will include taking RGB's platform into the telco, DBS, portal and IPTV environments.

Prior to RGB, Graham was executive vice president of the applications products group at **Juniper Networks**. He was CEO and chairman of **Peribit Networks**, which was sold to Juniper last year for \$337 million.

- *Mike Robuck*