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## upfront

LATEST NEWS AND INSIGHT

**R**GB Networks emerged from stealth mode recently to reveal a plan to build what it believes to be the first family of "intelligent" video processors for cable and broadband network operators.

Working alongside Gigabit Ethernet networks, the company's Video Intelligence Architecture (VIA) taps a set of video processing capabilities designed to deliver advanced applications including video-on-demand, HDTV and digital ad insertion.

The San Mateo, Calif.-based startup is helmed by President and CEO

### RGB pitch: Brainy video networks

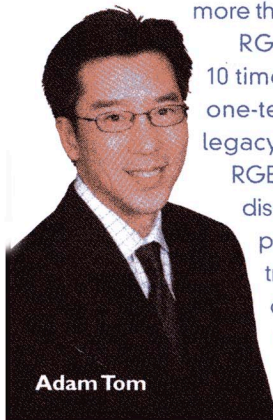
Adam Tom;  
CTO Dr. Ed  
Krause; and  
Chief Scientist  
Dr. Peter Monta.  
Industry vets  
may recall  
those names—

they founded Imedia in 1994, then sold it to Terayon Communication Systems for \$100 million in 1999.

"We think we can help operators create a switched video network," Tom explained. But by keeping costs down, he added, operators can tap the RGB platform to evolve to an all-digital network and push VOD usage rates and coveted network DVR applications to more than 50 percent.

RGB claims to offer 10 times the density at one-tenth the cost of legacy platforms.

RGB, which declined to disclose pricing, expects to enter beta trials in the third quarter, followed by a commercial rollout in Q4.



Adam Tom