



Press release  
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## **i3 announces expansion into growing North American IP-TV and VoIP markets**

### **US presence needed to support increased customer shipments and growing demand for i3 IP-video and voice-over-IP products.**

i3 micro technology ([www.i3micro.com](http://www.i3micro.com)), the Swedish company that develops and markets solutions for IP-TV, video streaming and voice over the Internet (VoIP), announced today the opening of its first international office in Seattle, Washington.

"A direct presence in the US reflects expanded demand for i3 products across a number of markets," observed Hans Holmberg, President. "Customer feedback tells us that individual i3 products have high value as components in a single-service offering and even higher value when used together as part of "triple play" integrated IP-based voice, video and data services."

Earlier this year i3 released a number of new VoIP residential gateways and new server products for delivery of TV over IP.

"Expansion at this time is a key move in a year when i3 is experiencing growth in an early market," noted Gordon Lewandowski, Vice President, US Operations. "i3's strength in the US is a reflection of customers representing a diverse set of markets for both video and voice products. Opening a US office is a natural outgrowth of our current customer demand and a necessary step in supporting what we see as an increasing demand for all our products."

For more information about i3 in the US, please contact Gordon Lewandowski, VP US Operations, at +1.425.392.2229 or [gordon.lewandowski@i3micro.com](mailto:gordon.lewandowski@i3micro.com).

#### **About i3 micro technology:**

i3 micro technology is a Swedish company established in 1997. With headquarters in Kista, i3 develops and markets products and turnkey solutions for the distribution and reception of digital TV, video and telephony over IP networks.

i3's two product lines, Mood™ (Media Options on Demand) and Vood™ (Voice Options on Demand), enable operators to offer end-users advanced "triple-play" services, thereby increasing the revenues generated from broadband networks. i3's products include set-top boxes, streaming servers, residential gateways and management systems.

During 2002, i3 received the Excellent Swedish Design award and the world famous Good Design Award for its set-top box, Mood Box™.

i3 customers and partners are found in Europe, US and Australia. For more information, please contact Jonas Dahllöf, Marketing Director, i3 micro technology, +46-8-506 388 00, [jonas.dahllof@i3micro.com](mailto:jonas.dahllof@i3micro.com)

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