



**FOR IMMEDIATE RELEASE**

**HALFPIPE MEDIA AB LICENSES CODECSYS TO POWER ITS ONLINE VIDEO SERVICES OFFERING**

*- New Video Portal from Halfpipe Media delivers higher quality video at much lower bandwidth with CodecSys™ -*

**BARCELONA, SPAIN —February 18, 2010** –While attending the Mobile World Congress 2010 in Barcelona Spain today, **Broadcast International, Inc. (OTC: BCST “BI”)** ([www.brin.com](http://www.brin.com)) and Halfpipe Media AB of Stockholm, Sweden jointly announced that Halfpipe Media has selected CodecSys™ as its video encoding and optimization solution to power the Halfpipe Media services portal. The companies entered into an agreement that calls for Halfpipe to license the CodecSys™ software framework from Broadcast International in a multi-year deal. Financial terms of the contract were not disclosed.

Halfpipe Media AB has developed a next generation video portal built on advanced content aggregation services for the global mobile market. They provide a single point of Internet access for carriers and their users to access and stream video content. In order to enable carriers to deliver cinema-quality video to mobile devices across their bandwidth constrained networks, Halfpipe Media selected CodecSys from a number of competing offerings. Their selection was based on several key distinguishing factors, including the high quality of CodecSys’ encoded video output and the dramatic reduction of bandwidth needed to distribute their video files. Additionally, because CodecSys is a complete software solution that runs on standard hardware platforms, the overall cost of ownership is dramatically lower than other hardware-based encoding products in the market today.

“We are very pleased to license CodecSys from Broadcast International as it is the key component that will drive our ability to deliver video at very low bandwidth for the mobile phone market.” said Jan Johansson, Managing Director Halfpipe Media.

CodecSys is a software-based framework that provides high quality, low bandwidth video by optimizing video assets with a suite of intelligent video management services, which include encoding, decoding, and transcoding features for live broadcasting or file-based applications.

“The combination of Halfpipe’s ability to aggregate video content from all over the world and our software’s ability to process it and optimize it will create tremendous value for Halfpipe’s customers and mobile operators in general. We are pleased to add Half Pipe Media to our expanding group of customers,” said [Rod Tiede, CEO Broadcast International](#).

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### **About Broadcast International`**

Broadcast International is a leading provider of video-powered broadcast solutions, including IP, and digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, multi-codec video compression technology that cuts video bandwidth requirements over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications such as streaming video to cell phones, and offers unprecedented price/ performance benefits for existing applications such as HD video.

Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City, UT. For more information, visit: [www.brin.com](http://www.brin.com) and [www.codecsys.com](http://www.codecsys.com).

### **About Halfpipe Media AB**

Halfpipe Media AB is based in Stockholm, Sweden with offices in Los Angeles, US. Halfpipe Media delivers technical services, platforms and content aggregation services for the international mobile market.

Halfpipe Media's target markets are the Nordic countries and India. The Nordic mobile markets are known for very well developed and deployed services, manufacturers and operators. Halfpipe Media has relationships with the major operators within the markets of telecom and network operations.

### **Forward-Looking Statements**

All statements in this news release that are not based on historical fact are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and the provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). While management has based any forward-looking statements contained herein on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties, and other factors, many of which are outside of our control, that could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not necessarily limited to, those set forth under the caption "Additional Factors That May Affect Our Business" in the Company's most recent Form 10-K and 10-Q filings, and amendments thereto. In addition, we operate in a highly competitive and rapidly changing environment, and new risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise any forward-looking statement.

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