



**FOR IMMEDIATE RELEASE**

**BROADCAST INTERNATIONAL TO SHOWCASE INDUSTRY'S ONLY NATIVE  
SOFTWARE VIDEO OPERATING SYSTEM AT IBC 2009**

*- CodecSys Video Operating System optimizes video assets for IPTV, and telco service providers -*

**AMSTERDAM —Sept. 4, 2009** – [Broadcast International, Inc. \(OTC: BCST “BI”\)](#) announced today that it will exhibit and demonstrate CodecSys™, its software driven video operating system, at IBC 2009 on September 11-15, 2009.

“While IPTV has established itself in Europe, other parts of the world are just beginning to understand and embrace it as an acceptable means of watching TV,” said [Rod Tiede, president and CEO of Broadcast International](#). “Regardless of what part of the world you come from, we all face the same issues of finding and creating enough bandwidth to meet the ever increasing demands of watching videos and TV online. CodecSys is a mission critical solution to alleviate the increasing burden we place on the Internet by watching online videos and TV.”

CodecSys 1.4 is a multi-channel H.264 / MPEG-4 Part 10 / AVC and is designed for broadcasters, specifically IPTV, satellite and telco providers. These providers manage large quantities of media with an increasing percentage being high quality HD content. At the heart of CodecSys is a software-based encoder and can receive live input through a capture board or encode from a file source. As a software solution, it is extremely cost effective and essentially future proof for broadcasters who can simply download the latest software and avoid costly hardware upgrades.

IBC is the leading international forum for the electronic media industry, attracting more than 1,000 exhibitors from over 130 countries. It combines a highly respected and peer reviewed conference, an exhibition that demonstrates state of the art media technology and unrivalled networking opportunities.

“For us, IBC is a can’t miss opportunity that we look forward to and target as one of the premier events to not only display and unveil our newest products but to also share our vision of where the industry is headed,” continued Tiede. “We’re excited to take part in the conference, exhibit and to strengthen existing relationships while building new ones that we’re confident will lead to great things.”

Broadcast International will be demonstrating CodecSys 1.4 at Stand 1.F59. To schedule a meeting and demonstration with Broadcast International, contact Jeremy Kartchner at [jeremy@snappconner.com](mailto:jeremy@snappconner.com).

**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

*-more-*

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).

### **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.

###

### **PR Contact:**

Snapp Conner PR

Jeremy Kartchner

[jeremy@snappconner.com](mailto:jeremy@snappconner.com)

(801) 994-9625