



**FOR IMMEDIATE RELEASE**

## **Bluestreak Technology Is Selected by Mitsubishi Digital Electronics America to Deliver Rich User Interfaces on its New Line of High Definition Digital Televisions**

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**MONTREAL, Canada — September 10, 2009 —** [Bluestreak Technology Inc.](#), the leader in open Flash® platforms for wired and wireless devices, today announced the successful deployment of its MachBlue™ platform on [Mitsubishi](#) digital televisions in North America. Mitsubishi selected the Bluestreak [MachBlue platform](#), supporting the Adobe® Flash 9 format, to drive the entire user interface of Mitsubishi HDTVs, offering consumers a graphically rich way to control their television viewing experience and discover entertainment content. The MachBlue platform began shipping in Q2 2009 on Mitsubishi digital televisions and is now available on all new 2009 models including the DLP, LCD, and upcoming Laser series.

“We selected Bluestreak Technology’s MachBlue platform because it gives our consumers the visually attractive user interface that Flash technology provides while offering us the flexibility to tailor those experiences specifically for the innovative features and new services we deliver and will continue to evolve in our new line of HDTVs,” said Mark Flynn, Software Engineering Director at Mitsubishi. “We are proud to be one of the first companies to offer this type of engaging and interactive HDTV user experience in the market today.”

“Several companies promise to deliver interactive Flash-based experiences in the digital home, but only Bluestreak Technology has a proven track record of seven years of successful deployments on millions of wired and wireless devices, including set-top boxes, mobile phones, and digital televisions,” said Dominique Jodoin, Bluestreak Technology CEO and President. “We are honored that Mitsubishi, a world leader in digital home products, chose our MachBlue platform to create superior user experiences for their digital televisions and we look forward to continuing to deliver new innovations for consumers to interact with content across any screen inside or outside their home.”

The MachBlue platform enables the superb handling of multimedia content, including high definition graphics and animations, Web videos, and music, to digital televisions via its extended support of the Flash and the Flash Video (FLV) file format and other IP streaming protocols. The platform’s remarkably small memory footprint and extensibility over the traditional Flash features makes MachBlue an ideal solution for creating applications for challenging environments, including set-top boxes and mobile phones with limited memory and processing capabilities. As a result, television and mobile companies that use MachBlue can offer consumers powerful and visually compelling new ways to interact with content, delivering a consistent and engaging user experience across a wide variety of wired and wireless devices.

For more information on Bluestreak Technology’s MachBlue-powered user interface running on Mitsubishi TVs, please visit the Bluestreak Technology booth #IP-613 in the IPTV Zone at [IBC 2009](#).

### **About Bluestreak Technology**

Bluestreak Technology is the open Flash® platform leader for companies that want to create custom Adobe® Flash-based user interfaces, applications, and web services across a wide

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variety of wired and wireless devices. The company's award-winning MachBlue™ platform extends the rich graphics that Flash is known for on the Web with the customization options necessary to overcome the unique constraints of set-top boxes, mobile phones, digital televisions, and other consumer electronic devices. Bluestreak Technology's software is used daily by millions of consumers worldwide, delivering interactive and engaging user experiences that have been shown to improve service adoption rates by 75%, increase content usage by over 50%, and deliver customer satisfaction rates as high as 98%. Privately held and headquartered in Montreal, Canada, Bluestreak Technology powers the Flash-based user interfaces and applications for many of today's leading television and mobile companies, including France Telecom, Time Warner Cable, Videotron, Mitsubishi, Telecom Italia France, and ZON Multimedia. Additional information is available at +1 (514) 448-7662, [info@bluestreaktech.com](mailto:info@bluestreaktech.com), and <http://www.bluestreaktech.com>.

**About Mitsubishi Digital Electronics America, Inc.**

Mitsubishi Digital Electronics America, Inc., the Official HDTV Sponsor of The PGA TOUR, manufactures and markets a comprehensive line of premium quality 1080p 3D-ready Home Theater TVs and Unisen™ Flat Panel TVs, along with the world's first laser TV: LaserVue®. Recognized as a world leader and innovator of large display high-definition televisions, Mitsubishi Digital Electronics America builds products that lead the industry in quality, performance and ease-of-use. For additional information about MDEA, visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com).

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