

BestTV Wins 'Best Start-up' at NY Video 2.0 Conference for its V-ware Internet TV Platform



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Press Release Summary: BestTV today announced that it was awarded 'Best Start-Up' by two leading NYC VCs and more than half of the audience at the NY Video 2.0 conference in May.



Press Release Body: July 27, 2008 - Herzlia, Israel - **BestTV**, a market leader in online video management platforms and Internet TV Platforms, announced today that it was awarded the '**Best Start-Up**' **by two leading NY VCs** and more than half of the audience members at the **NY Video 2.0 Conference in May**.

NY Video 2.0, a new community of online video start-ups, content producers, creative firms, advertisers and investors, held an American Idol style competition where five members were judged by a panel of

three prominent New York-based Venture Capitalists (VCs) and audience members.

Chris Fralic, Partner of First Round Capital and one of the VCs in favor of BestTV, said: *"The white-label video portal is an interesting play. I like the fact that you walk in with a 200-page SDK and hand it to the developers."*

Oded Felled, co-founder of BestTV, commented: *"This award demonstrates market acceptance and validation of our product strategy. The launch and management of an Internet video site is a complex process requiring integration of many different technologies, adaptation to rapidly changing business models, and growing user expectations. **BestTV** developed a white-label Internet TV platform that enables system integrators, web design firms and others to rapidly and cost-effectively launch and manage Internet TV portals that easily adapt to the evolving Internet video market."*

To find out more about **BestTV** and its award-winning Internet TV platform please visit: <http://www.best-tv.com>

Web Site: <http://www.best-tv.com>

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