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ICTV, MENTIS BROADBAND SOLUTIONS PARTNER TO DEVELOP TELEVISION-BASED SELF-SERVICE CUSTOMER CARE SOLUTION

LOS GATOS, CA (February 18, 2003) -- ICTV, creator of HeadendWare, the world's first centralized platform for the delivery of interactive television services, and Mentis Broadband Solutions, a leading provider of integrated billing and customer care solutions for the telecommunications industry, announced today that they are jointly developing a television-based customer care solution for deployment by the cable industry.

The solution combines the HeadendWare platform with the XML-based Mentis Real-Time Response platform, which provides a common software interface between applications and the multiple billing systems used by cable system operators. The result is a simple, consistent self-service experience for users, enabling operators to reduce customer care operating costs and increase subscriber retention.

Demonstrated recently at the CableLabs Winter Conference in Broomfield, CO, the solution enables subscribers with any digital set-top box to view accounts and pay cable bills online as well as sign up for automatic payment or additional services.

"Cable operators at both the corporate and system levels are under greater pressure than ever to increase cash flow without incurring substantial capital cost," said Wes Hoffman, president and CEO of ICTV. "This solution can provide immediate bottom line impact by enabling operators to support self-service customer access to billing while more efficiently using customer service personnel. It also has the long-term benefit of promoting use of television-based interactivity in general."

"This solution works because of the core competencies of the two partner companies," said Richard Schoenmaker, CEO of Mentis Broadband Solutions.

“Our expertise enables us to provide a common real-time interface across multiple legacy billing systems, while HeadendWare’s thin-client approach enables deployment of interactive television applications to every digital set-top box.”

About HeadendWare

The HeadendWare software platform enables interactive, revenue-generating programming to be accessed by any digital set-top. Operating in real time on a two-way cable network, HeadendWare allows TV-friendly interactivity in ways no satellite provider can.

HeadendWare application servers can be distributed across the operator's optical fiber backbone network. This modular approach enables an operator to support as many as 500,000 digital subscribers from a single headend rack. The platform offers optional back office server applications, including plug-and-play customer data gathering tools for tracking and production of personalized service offerings. Service providers alternatively can choose to integrate HeadendWare with other vendors' standards-based billing, provisioning, and management systems.

About ICTV

ICTV offers enabling infrastructure for the delivery of new television services to digital cable subscribers. The ICTV HeadendWare™ platform provides the most capital efficient approach for operators to increase revenue and customer satisfaction. Strategic partners include ACTV, Adelphia, Liberty Media, Motorola, OpenTV, Shaw Communications, TV Guide, Cox Communications and Lauder Partners.

Based in the heart of California's Silicon Valley, the company has been issued 23 patents and has numerous patents pending, ensuring protection of its unique and innovative television services solution. ICTV is a member of the Motorola Horizon and Scientific-Atlanta CreativEdge Developer's Programs. For more information, visit www.ictv.com.

About Mentis

Founded in 1998, Mentis Broadband Solutions provides broadband service providers end-to-end solutions focused on customer management, flow-through provisioning, field force management and service activation for voice, video and data services. The Mentis Real-Time Response System (RTR) delivers mission-critical functionality that can help speed the delivery and marketing of new product and service offerings, facilitate new revenue generating opportunities, improve customer service, and reduce operating costs associated with customer acquisition and management. Mentis clients include AT&T Broadband, AOL Time Warner, Charter Communications, Excite@Home, and Echostar Communications. For more information, visit www.mentisbroadband.com.

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