



Magicweb Successfully Demonstrates Internet Broadcasting at the IPTV World Forum in London, England

MASSAPEQUA, NY -- (MARKET WIRE) -- 03/06/2006 -- Magicweb, Inc. (OTC: [MGWB](#)) a Silver sponsor of the London IPTV World Forum <http://www.iptv-forum.com/2006/> wowed the audience at the Olympia Exhibition Center with demonstrations of a real time TV broadcast over the Internet.

"We showed the world that with the EnterVisionTM Broadcasting system, we are able to broadcast live, in real time, television quality broadcasts from London to the world," said Kevin McDonnell.

Kevin McDonnell, Director of Business Development, met with representatives from a variety of enterprises including broadcasters, cable TV companies and ISP providers. The enthusiasm for the Magicweb technology has been overwhelming.

"The real show stopper occurred when we demonstrated our broadcasting system. We showed why we are the only ones in the world who are able to truly broadcast and not stream over the Internet. With hundreds of the world's foremost executives from the broadcasting and Internet industries, we broadcast two simultaneous signals from our booth in London, England, to our server in North America and back to a 42" Plasma TV in the Olympia Exhibition center," said Kevin McDonnell.

Highlighted Links

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For the most part, the audience was speechless. Never before has there been a successful, real time broadcast of TV over the Internet. It was stunning and it was the crowning jewel in a process that has taken nearly twelve years to accomplish. Magicweb is the patent pending owner and inventor of IPTV known as BoIP in both patent and copyright protected documents with the US government.

Other attendees of the event in London include Siemens, Cisco Systems and IBM. The four day forum is aimed directly at the industries supporting IPTV market growth; telcos, broadcasters, content providers, device manufacturers, technology providers, software providers, system integrators and broadband providers.

According to Herbert Becker, Company C.E.O., "We see the IPTV conference in London as a perfect venue to showcase our advanced technology. Whenever people have viewed our broadcasts in operation, they are left breathless, there simply is nothing else like it in the industry."

The EnterVisionTM system is a software copyright, patent pending broadcasting system that has been developed to replace satellite transmissions of video. The system is designed to seamlessly transmit video from the content producer to home television either through a cable TV provider or directly via set-top box. Cost savings and clarity versus satellite transmissions is substantial.

Other benefits of the system is the ability to broadcast, in real time, into any JavaTM ready device without the need of a player or special software making streaming media obsolete.