

**From:** Richard Lang  
**Sent:** Wednesday, October 27, 1999 3:12 PM  
**To:** 'Will Friedman'  
**Cc:** Tom Koshy  
**Subject:** RE: Press release



Windows  
dla\_RL3\_toMicrosoft

Hello Will. it was very nice to meet you and your team as well. Thank you for your time, interest and hospitality. Attached is the current draft of the press release. Per Will Poole's comments yesterday, a quote which says something about Microsoft being excited about how Burstware is improving the quality of the WMP would be great. We appreciate all the support you can render right now. Please email back a version with your quote, or just send me the quote and we'll insert it. We need it by Friday at the latest. Also, let's talk by phone later this week about the next meeting, and what we want to get accomplished. I'll give you a call Thursday or Friday. Again, thanks to you and your team. I look forward to doing very good things together! Richard

-----Original Message-----  
From: Will Friedman [mailto:wfried@microsoft.com]  
Sent: Tuesday, October 26, 1999 4:16 PM  
To: Richard Lang  
Cc: Kevin Unangst  
Subject: Press release

Richard,

Thanks again for coming out today. It was great to meet you in person. Could you please resend a copy of your press release so that we can review it and get back to you with comments and a quote? Our apologies, but we can't seem to locate the version you sent earlier.

Thanks so much,  
Will

Friedman DEP. EX. NO. 7  
FOR I.D., AS OF 12-2-03 PV

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Plaintiff's Exhibit

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## Press Release

FOR IMMEDIATE RELEASE

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## ***IVT Burst-Enables Microsoft's Windows Media Player***

### Millions of existing desktops to be compatible with Burstware® Servers

***San Francisco, California, November 3, 1999:*** Instant Video Technologies (OTC: IVDO) [www.burst.com](http://www.burst.com), today announced that it has "*Burst-Enabled™*" the Windows Media Player (WMP). The WMP will now be able to play video and audio content from any server running Burstware®, IVT's enterprise-class video delivery software. By running Burstware® on the server side to manage data flow, any networked or Internet-connected desktop or set-top box will be able to receive superior quality video and audio simply by downloading a small Burstware component that installs automatically.

"*Burst-Enabling* the Windows Media Player immediately makes jitter-free video and CD-quality audio available to tens of millions of users around the world," said Richard Lang, Chairman, CEO and President of IVT. "Rather than compete in the player wars, IVT is leveraging its platform neutrality by providing Windows users an alternative to both poor-quality streaming and the long startup times involved with downloading. Burstware® provides exceptional quality and speed, with optimized network performance as the added benefit. Burstware® picks up the ball where real-time streaming leaves off."

Burstware®'s proprietary delivery technology controls the impact of video and audio on the network by delivering data in highly-managed dynamic bursts into a large, configurable client buffer at Faster-Than-Real-Time™ rates. This shelters the client from network interruptions and guarantees a high-quality viewing experience. Burstware®'s sophisticated bi-directional flow of information between client and server enables the software to intelligently manage and optimize network resources by adapting to actual network conditions.

"The benefit for WMP users is that Burstware® is easily integrated into existing WMP applications, including web pages, requiring only minor modifications to the application" said Lang.

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"Existing applications will suddenly have dramatically higher-quality video and audio delivered much more efficiently than ever before. Both users and developers will benefit – with zero learning curve involved."

"Burst-enabling the WMP allows IVT to focus on its core technology – efficient and reliable delivery of content," said Steven Ledger, Managing Partner at eCompanies Venture Group, a Santa Monica-based company providing services to Internet-related companies. "The companies we work with are looking to deliver a richer online experience to a wider audience. These companies will now be able to leverage their existing investment in Windows technology while delivering high-quality media applications that have previously been unavailable."

For more information on IVT or Burstware®, visit the company's web site at <http://www.burst.com>.

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*Instant Video Technologies, Inc., (IVT) headquartered in San Francisco, California, is the leading developer of Faster-Than-Real-Time™ and Burst-Enabled™ video and audio delivery software. IVT's Burstware® provides high-quality delivery of full motion video and CD-quality audio over IP-based networks. IVT has built an international patent portfolio covering bursting, video delivery, scheduling and rapid casting. Burstware® is a registered trademark of Instant Video Technologies, Inc.*

*This news release contains forward-looking statements relating to the future performance of Instant Video Technologies, Inc. and the success of its products, in particular the Burst-Enabled™ WMP. These forward-looking statements are subject to certain risks and uncertainties, and actual results may differ materially. These risks and uncertainties are detailed from time to time in IVT's filings with the Securities and Exchange Commission (SEC).*