

RevGen Systems Provides Affordable, Robust Advertising Insertion Equipment Solution

DENVER, Colo. (March 2, 2007) - [AdGorilla], cable trendsetter Dan Ryan's company, introduces [AdGorillaq] as its newest division. [AdGorillaq] provides a new advertising insertion solution for cable systems. Brian Stuart, former President of Ad Systems, Inc., has been named President of the new division.

With over 25 years leadership experience in engineering and implementing technology advances for both consumer products and cable operators, Stuart directs [AdGorillaq's] technology strategy, with a focus on developing custom fit, low-priced, reliable hardware and software solutions for commercial advertising insertion equipment.

“We are really looking forward to Brian’s direction for our growing advertising insertion business,” said [AdGorilla] CEO Dan Ryan. “There are still many cable systems across the country bypassing their local ad insertion avails, thus missing out on ad insertion revenues and system marketing promotions. The RevGen equipment price point will allow more systems to capitalize on the many benefits of local ad insertion.”

In the past, smaller cable systems have struggled to find advertising insertion solutions that require minimal initial capital and headend space. [AdGorillaq] has solved both of these problems by building systems beginning as low as \$6,000 per system at manageable sizes (a four-channel system needing less than one vertical foot of rack space).

RevGen also attracts larger cable systems because of its focus on building expandable, modular solutions that allow a cable system’s hardware to expand along with its customer base. Hardware and software can be added to or upgraded during a period of growth, rather than replacing an entire system.

“RevGen understands that every cable system has different advertising insertion needs and restraints. Our systems are fully customizable and are built on an individual basis to meet the exact needs of our customers,” says Stuart.