

news press releases 05.19.05

BIAP Systems Teams with Time Warner Cable to Trial 'eBay on TV'

BIAP's Interactive TV Technology Allows Digital Cable Subscribers to Access eBay® Using only their Television Remotes

May 19, 2005 —Austin, Texas— Time Warner Cable and BIAP Systems, Inc., the leading provider of interactive television applications, announced that they are engaged in a market trial of BIAP's "intelligent technology" to provide cable television subscribers in Austin, Texas, the ability to access eBay from their home televisions. The feature marks the first time digital cable subscribers have been able to bid on and view eBay listings directly through their set-top box and remote control.

"eBay on TV," powered by BIAP TV allows registered eBay users who are digital video recorder (DVR) cable customers of Time Warner Cable's Austin system to submit bids and check the status of their accounts—all in real time and from any channel. Subscribers will also get alerts notifying them if they have been outbid, or if they have won an item. If outbid, they can immediately submit new bids without ever leaving the television. The service comes at no additional cost to digital cable customers and is accessible through a simple on-screen sign in process.

"Time Warner Cable is a leader in delivering interactive television technology, and we are pleased to deliver another first to our digital customers with 'eBay on TV,'" said Tom Kinney, Time Warner Cable Austin Division President. "Time Warner Cable has built an advanced, state of the art infrastructure that allows us to deliver new applications such as this."

BIAP's software is built on top of the existing cable infrastructure and is automatically loaded inside a cable DVR subscriber's set-top box. It requires minimal capital investment, additional head-count or channel capacity for the cable provider.

"We applaud BIAP's interactive television application as one example of the many innovations coming out of eBay Web Services," said

Greg Isaacs, Director of eBay's Developers Program. "Developers such as BIAP are enabling buyers and sellers to operate more efficiently in the eBay marketplace, while extending the eBay platform, whether through browsers, wireless devices or televisions."

BIAP's edge-based software is run by "artificial intelligence agents" that continuously retrieve, aggregate and display content from any digital source. Thus, it is one of the first true convergence products provided by cable systems for their subscribers. Prior to the launch of this product, four Time Warner Cable systems have rolled out BIAP's PITV, a personalized and community-based information application based on the same technology.

About BIAP

BIAP Systems (Broadband Interactive Applications) is dedicated to creating and delivering powerful and intelligent technology. BIAP's next generation hybrid software enhances broadband and digital services delivered by cable television and provides consumers with increased value for their digital television and high-speed subscriptions. The entrepreneurial company was founded by M. Ellen Dudar and Dr. Louis Slothouber. Ms. Dudar worked on NASA's International Space Station project and for Oracle's System Performance Group. Dr. Slothouber is an academic in artificial intelligence and early Internet pioneer. Together, they developed revolutionary ways to access information using artificial intelligence. The growing company added management with extensive experience in interactive television; Tim Peters, CEO, John Gregoire, President and Aaron Ye, CTO. Corporate headquarters are in Plano, Texas, with research and development in Sterling, Virginia. For more information, log on to www.BIAP.com.

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