

## Cisco, Intel invest in gaming technology

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Extent Technologies announced Wednesday it has won additional investments from Intel and Cisco to develop its portfolio of digital distribution technologies.

The Petah Tikvah, Israel, and Bethesda, Md.-based company, which designs broadband-based systems for profiting from PC and video games, said in a statement that the investments will also help it expand its video-game service and develop new gaming technologies.

"Intel and Cisco bring us strong strategic value and solidify our path of expansion beyond broadband value-added services into holistic PC and video gaming entertainment services for media companies," said Extent Chief Executive Officer Zvi Levgoron via the company statement.

The investors were upbeat about the deal.

"PC and video games are great experiences on (Extent's) Viiv platform," said Kevin Corbett, vice president and general manager of the Content Services Group, part of Intel Digital Home Group, via the statement.

"Extent provides a dramatically improved user experience, fast time to-market, and enables the launch of innovative subscription service into the market," Corbett added.

The company's services include digital distribution of video games, cross-platform enablers, in-game advertising and community-building solutions.

Branding experts have identified building a community around a product to be one of the most effective ways of building brand loyalty.

Among the companies using Exent's technologies and services are Comcast, Yahoo!, Verizon, Intel, Turner Broadcasting and Bell Canada, the company statement said.

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