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NEWS



InvisibleHand Networks Announces StreamingHand

BURLINGTON, MA -- June 26, 2001 -- Today marks the official launch of StreamingHand, a unique service that cost-effectively prices and delivers content over the Internet. The announcement is made after several months of extensive beta and commercial testing. With initial deployment in San Jose, California and Newark, New Jersey, StreamingHand is attracting some of the biggest names in the gaming, peer-to-peer, networking, and streaming industries, including Gigex, Playnet, Toadnode, and Inoize Networks.

StreamingHand is based on a new pricing mechanism that efficiently meets elastic bandwidth demands and supports complex applications. Providers of streaming media and software downloads often incur varying needs for bandwidth during peak usage times or following a product release. StreamingHand allows content providers to purchase bandwidth as needed, in realtime, at market-based prices without the frustration of lengthy negotiations or binding contracts. The result is an enormous efficiency in the utilization of bandwidth, which translates into significant cost savings for the end user.

"With StreamingHand, buyers are able to set cost, time, and amount parameters to purchase bandwidth with ease and flexibility whether it's for the next 5 minutes, the next 5 hours, or the next 5 months," states John Cahill, vice president of business development for StreamingHand. "Using StreamingHand, content providers can purchase bandwidth as they need it, and only pay for the amounts they purchase and consume."

StreamingHand is a division of InvisibleHand Networks, Inc., a leader in the evolution of the bandwidth market with the development of Merkato, an innovative, digital resource transaction platform. StreamingHand, together with Merkato, enables content providers the ability to either purchase bandwidth in an open spot market at optimum market prices or participate in a reservations market for future bandwidth purchases. With StreamingHand and Merkato, content providers determine how much bandwidth they need and the price they are willing to pay. Through a Web interface, buying parameters are sent directly to a Merkato server that monitors all buying parameters and allocates bandwidth in realtime.

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"StreamingHand allows us to better manage and control our bandwidth needs," states Mark Friedler, CEO/president of Gigex. "Assessing bandwidth demand is very complex in our business since game demos and trailers are very popular and quickly drive large service spikes. We can now prepare ahead of a new game release by using StreamingHand to increase our available bandwidth to 30Gbps for a day or two, without committing to a larger, fixed-rate contract for the whole month. After that peak, we can go right back to buying our normal usage. StreamingHand gives us new flexibility, which increases our ability to provide a unique and cost effective service to our customers."

About StreamingHand

StreamingHand was developed by InvisibleHand Networks, Inc. to provide an alternative to the current content distribution methods. The service readily accommodates clients with highly elastic bandwidth needs, and provides a flexible and low-cost solution. For more information visit www.streaminghand.net.

About InvisibleHand Networks, Inc.

Founded in 1998, InvisibleHand Networks is changing the way bandwidth is bought and sold. InvisibleHand's innovative digital resource transaction platform enables customers to establish market-based pricing, and a realtime and efficient platform to buy and sell bandwidth.

InvisibleHand Networks received initial financing in May 2000, led by Polaris Venture Partners. InvisibleHand Networks, Inc. is based in Burlington, Massachusetts with offices in New York. For more information, please visit www.invisiblehand.net.

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