



## MATTHEW HUNTINGTON

### Vice President of Product Marketing



Matthew Huntington is Vice President of Product Marketing for OpenTV Corp. (OPTV - NASDAQ). Mr. Huntington is responsible for managing OpenTV's product strategy, ensuring that the company brings the right products to market at the right time, which both match customer requirements and support OpenTV's long-term vision to transform television. He is based in London and reports to Tracy Geist, Senior Vice President Market Development.

Mr. Huntington has had a distinguished career in both digital television and new media industries. He has over 15 years of experience in developing solutions, services and products for digital and interactive television, starting with video-on-demand trials in the early '90s. Mr. Huntington joined OpenTV directly from Oracle, where he worked with their Interactive Services division as a director of product development.

A popular cable, satellite and technology speaker, Mr. Huntington has the ability to clearly articulate the essence of complex technical issues to general and business audiences. He has written and spoken extensively on interactive television technology and the ability of OpenTV to offer a suite of compelling products and services to network operators throughout the world.

One of Matthew's specialties is user interface design for television, on which has presented on many occasions. He has firsthand experience of existing solutions on both sides of the Atlantic, having lived in both London and San Francisco in the last five years, and has conducted user interface benchmarking studies around the world. He also led multiple projects at OpenTV looking at how the user interface for television needs to evolve to supports the needs of viewers in a world of exponentially expanding content choices.

Matthew holds a first class honors degree in Computer Software Technology from the University of Bath. He is active in several industry groups, and currently resides in London, with his wife, Abigail and young daughter, Amelia.

#### About OpenTV

OpenTV is one of the world's leading providers of advanced digital television solutions dedicated to creating and delivering compelling viewing experiences to consumers of digital content worldwide. The company's software has been integrated in more than 127 million devices around the world, and enables advanced program guides, video-on-demand, personal video recording, interactive and addressable advertising and a variety of enhanced television applications. For more information, please visit [www.opentv.com](http://www.opentv.com).