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## **UDCAST TO SPEAK AT MEDIACAST 2004: EUROPE'S LEADING BROADBAND AND DIGITAL TV CONFERENCE AND EXHIBITION**

**SOPHIA ANTIPOLIS, France – 12 May 2004** – UDcast, a leading provider of software and hardware solutions that enable broadband Internet access and datacasting over satellite and digital terrestrial TV, today announced that Juan Aguirre, market and application manager, will speak at Mediacast 2004 taking place May 25-27 at London's ExCel Centre.

Aguirre will participate on a panel discussion entitled "Delivering Affordable and Profitable Broadband Services – Moving from Concept to Reality." The panelists will discuss these services and various issues and solutions associated with their delivery, whether via DSL and cable or via satellite. Other panelists include Duncan Ingram, senior vice president, BT Openworld; Chad Raube, head of Internet services, Telewest Broadband; and Noel Matthews, director of IPTV, TANDBERG Television. The panel moderator is Ian Weightman, vice president, IMS Research.

UDcast has considerable experience in the enabling of enterprise services over satellite broadband. Service operators can now cost-effectively deliver the services needed by enterprises regardless of their broadband connections. Through UDcast's satellite aware IP appliances, satellite is set to become an integral part of enterprise networks.

Juan Aguirre brings more than six years of experience in broadband and digital TV to his position as market and application manager at UDcast. He manages marketing, public relations and product marketing functions for the company and has played an instrumental role in the launch of UDcast's UDgateway appliances enabling broadband Internet access and datacasting over IP-based broadcast media. Aguirre's previous experience includes marketing and business development with both ADSL and IPTV industry leaders. He received a master's degree in economics from the University of Nice, Sophia-Antipolis, France.

Mediacast 2004 (<http://www.mediacast.co.uk/>) is the leading international technology show for digital media distribution, covering the key trends, winning business models and successful applications for the broadband world. The exhibition will be comprised of the leading players in the broadband and digital media industry to bring the latest technology and services to attendees.

### **About UDcast**

UDcast is the leading provider of solutions for full IP over satellite and digital terrestrial TV. Capitalizing on UDcast's core technology, UDcast provides standards-based software and hardware solutions that enable broadband Internet access and datacasting over IP based broadcast media. UDcast's feature-rich solutions support any IP application regardless of the underlying network infrastructure, enabling the implementation of solutions meeting customers' expectations and the delivery of value-added services by service providers. Founded in 2000, UDcast maintains its global headquarters in Sophia Antipolis, France with offices in Paris and Washington, D.C. For more information, visit [www.udcast.com](http://www.udcast.com).

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