UDcast
Full IP over BROADCAST Media

Press Release
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UDcast announces delivery of its 100th IP Encapsulator a core component of DVB-H networks infrastructure

UDcast's IPEs already being field tested in
the numerous TV/Mobile trials around the world

Sophia-Antipolis, France, February 6, 2006 - UDcast, leading provider of IP over broadcast media (Satellite, TV, Radio), announced today the delivery of its 100th DVB-H IP Encapsulator, the IPE-10, a key element of the network infrastructure needed for the delivery of TV to mobile devices.

DVB-H, an open standard to cost-effectively and reliably broadcast digital TV to mobile devices

In order to cost-effectively and reliably deliver contents such as live television to a large number of mobile devices, service providers must address the issues of scalability and mobility. At the same time, the power consumption of mobile devices and the indoor reception with small antennas are a concern. The DVB-H open standard, approved by ETSI end-2004, addresses these issues.

With some analysts predicting yearly sales of over 250 millions of DVB-H terminals in the 2010 timeframe, TV/Mobile services are expected to grow very rapidly, thus requiring high performance DVB-H infrastructure. UDcast is focused on delivering such high performance with its IPE-10.

« We are proud to contribute to bootstrapping the DVB-H market with our high performance IPE-10 which benefit from our extensive expertise in multicast protocols over broadcast media and our capacity to develop high-performance IP encapsulation technology and products. We believe that the soundness of the DVB-H standard and its openness, similar to the one of the GSM standard, will lead to a similarly huge success. We are positioning UDcast to reap the benefits of this success », said Hubert Zimmermann, CEO at UDcast.

Already 100 IPE-10 IP encapsulators delivered by UDcast

The IPE-10 implements all the required as well as the optional features of the DVB-H standard: time slicing and forward error correction. Time slicing technology maximizes battery life and reduces the impact of the power intensive delivery of TV to mobile devices. It involves sending data in bursts, enabling the handset to shut down the receiver in between bursts thereby minimizing power consumption. Furthermore radio impairments, characteristic of mobile environments, are mitigated by the IPE10's forward error correction mechanisms.
The IPE-10 also delivers sophisticated head-end functionality, including network management, security, quality of service, and support for hand-over from cell to cell.

« *We have called on UDcast to help us to evaluate the DVB-H technology from the point of view of a mobile network operator and service provider. We are using their IPE-10 in our test lab and have been very pleased with their training and support » said* Stéphane Allaire, Director of Innovative Project Department at Bouygues Telecom.

UDcast's IPE-Manager, a companion product to the IPE-10, contains network element management features including group management, which considerably facilitates the roll out of large DVB-H networks and the implementation of DVB-H services.

UDcast's IPE-10's and IPE Managers have been delivered around the world to network equipment manufacturers, network operators, handset manufacturers and chipset manufacturers interested in getting familiar with the DVB-H standard and/or preparing and testing their own DVB-H products.

« *UDcast and DiBcom are high technology companies who have started contributing early to the development of DVB-H at both ends of the system. We have been very pleased to cooperate with UDcast to demonstrate end to end DVB-H transmission chain in a number of occasions » said* Yannick Lévy, CEO of DiBcom.

UDcast's IPE-10 and IPE-Manager used in the vast majority of TV/Mobile trials

Since 2003, a number of network operators, equipment providers and content providers, have conducted or are conducting several DVB-H trials around the world (Berlin, Helsinki, Sydney, Kuala Lumpur, Den Haguen, Barcelona, Oxford, Pittsburg and recently Paris). The purpose of these trials is two-fold: (i) to test performance of the DVB-H infrastructure under various conditions and (ii) to evaluate the interest of end-users for different packaging and pricing of DVB-H-based TV/Mobile services.

Among the numerous TV/Mobile trials already conducted or currently underway around the world, the large majority of them are using UDcast's IPEs-10 and IPE-Managers. The TV/Mobile solution of UDcast was in particular selected for use in Finland, Germany, France, Netherlands, Spain, Switzerland, UK, USA, South Africa, Taiwan and Malaysia.

« The delivery of TV content to mobile devices, by bringing information and entertainment to consumers irrespective of their location, is expected to provide content and service providers with significant additional revenue streams », said Didier Tymen, Vice President of Sales, UDcast. *« this is why they are highly interested in partnering with UDcast and other leading industry players to get ready for DVB-H deployment in the 2006 timeframe ».*

This active involvement in the early development of DVB-H highlights UDcast's determination to excell in research and development of state-of-the-art network equipment and position itself as a leader on the TV/Mobile market.

About UDcast

UDcast is a leading provider of IP over broadcast media, focusing on IPTV to the mobile DVB-H solutions as well as satellite-aware enterprise networking solutions. UDcast provides DVB-H standard compliant solutions for the delivery of IPTV to mobile devices. In addition, UDcast provides satellite aware IP appliances that bring terrestrial-like performances and security to broadband satellite links. UDcast's feature rich solutions enable satellite service providers to deliver revenue-generating value added services that meet enterprise needs. Founded in 2000, UDcast maintains its global headquarters in Sophia Antipolis, France.
For more information visit www.udcast.com

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