



Press Release
For Immediate Release

UDcast's GOLDENEAGLE DVB-H Analyzer Increases Reliability and User Satisfaction, While Reducing Costs of Mobile TV Networks

Second generation analyzer meets all new needs of mobile television broadcasters as well as regulatory authorities

SOPHIA-ANTIPOLIS, France (14 June 2006) – UDcast, the leading provider of Mobile TV IP network components, announced today the debut of its second generation DVB-H network analyzing and monitoring system, the DVB-H Analyzer GOLDENEAGLE®.

Building on its experience in 70 percent of the world's mobile TV DVB-H services, UDcast has developed this centralized broadcast management software in partnership with Audemat-Aztec, a globally recognized network monitoring expert. GOLDENEAGLE provides real-time, centralized control of broadcasting network quality, enabling operators to increase reliability, improve user satisfaction and reduce operating costs of mobile TV networks.

"Quality of service is one of the key success factors of Mobile TV," said Dr. Antoine Clerget, vice president of engineering, UDcast. "Traditional terrestrial television offers perfect and constant image quality, but Mobile TV is delivered in more complex conditions. Mobile TV needs a very efficient network monitoring system, providing constant information about the status of the entire network."

GOLDENEAGLE can be used for network monitoring, as well as systems analyzing and validating equipment and services compliance with DVB-H standards. For the first time, the extensive DVB-H expertise and proven network monitoring system are integrated into one unique solution. Featuring centralized system management and multi-layer analysis (physical, DVB-H, IP), GOLDENEAGLE is compatible with all DVB-H and DVB-T broadcasting systems and provides a sophisticated network equipment laboratory tester and development tool. The GOLDENEAGLE multi-site DVB-H system has continuous full visibility of the status of the entire network, automatically detecting any non-nominal behaviors.

This new generation of UDcast Analyzer incorporates upgrades that include flexible bandwidth management and a scalable graphical user interface. The scalable user interface allows user friendly and entirely centralised system management, designed to reduce the cost of maintenance for large commercial-scale networks, as well as to accelerate the time of deployment from local DVB-H trials and laboratory projects.

The benefits of DVB-H Analyzer GOLDENEAGLE for Mobile TV broadcasters and cellular operators include:

- Lower network maintenance costs (enabling shorter or remote interventions in case of eventual system failures, centralized system control)
- Higher usage (the constant availability of the service enables and encourages users to watch more and to subscribe for premium content offers)
- Reduced churn (trials shows that bad reception is one of the main reason of customer's dissatisfaction)
- Faster network deployment (monitoring and analyzing simplifies the deployment decision, allowing dynamic adjustment in network parameters)
- Increased advertising revenues (provides advertisers with means to control the quality of service and visual proofs)

- Efficiently managed digital switch-over (monitoring allows anticipation and early detection of eventual problems due to change of spectrum allocations)

According to Clerget, "Through numerous world-wide consumer trials, DVB-H has proven to be a well-designed and mature technology. Today, as several countries have passed into the commercial deployments phase, broadcasters are relying on DVB-H network monitoring solutions to ensure good coverage, maximum uptime and low maintenance costs for the lifetime of their systems."

GOLDENEAGLE performs a number of tests required to validate the conformity of a DVB-H transmission chain to ensure maximum uptime of operational networks. The on and off-site measurement of all significant parameters performed ensures proper DVB-H data analysis. The alarms management, based on multiple parameter thresholds, ensures that all potential problems are quickly identified and isolated.

The enhanced analyzer can be used within a reception area and operated remotely via any connection supporting TCP/IP. This allows, for example, a central NOC to perform an "end-of-the-chain test." Also, the input signal is taken "off-the-air," meaning the analyzer can be installed in a location where real reception conditions are met. For network planning and service coverage applications, the GOLDENEAGLE can be mounted in a vehicle for mobile monitoring.

The first public demonstration of the DVB-H Analyzer GOLDENEAGLE by UDcast and Audemat-Aztec is one of the highlights of the upcoming BroadcastAsia 2006 show, taking place 20-23 of June in Singapore.

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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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