

**IBC 2006**

Booth 1.493

Mobile Zone Pod M238

**Press Release**

*For Immediate Release*

**UDcast Unveils iSplicer DVB-H Transmission Technology for Mobile TV**

*iSplicer boosts mobile TV revenues and reduces up to 40 percent of system costs using flexible satellite links for the primary distribution of the Mobile TV signal directly to all transmission sites*

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**AMSTERDAM (8 September 2006)** – UDcast, a leading provider of solutions enabling full IP over broadcast media, today unveiled its iSplicer® DVB-H transmission technology for Mobile TV. As part of UDcast's flexible Mobile TV architecture, the iSplicer will give a boost to Mobile TV advertising and content service revenues, while reducing the network capital and operating expenditures (CAPEX/OPEX) of large DVB-H deployments by up to 40 percent at the same time. The new product is designed for all broadcasters, cellular operators and satellite service providers deploying DVB-H-compliant Mobile TV solutions.

A live demonstration of the iSplicer is available for viewing at IBC2006, Sept. 8-12 in Amsterdam, at the UDcast Booth #1.493, as well as at the UDcast area M238 in the Mobile Zone.

The UDcast DVB-H iSplicer is a key component of high revenue generating and cost-optimised Mobile TV networks. It enables the primary distribution of Mobile TV content directly to the DVB-H broadcast towers using satellite links to avoid expensive and very complex to install leased lines or microwave connections.

The iSplicer can also reduce network deployment time and increase service and advertising revenues thanks to its addressable approach to content and advertising distribution. The dynamic isochronous content splicing feature allows geographical localisation of service packages and enables innovative advertising schemes. Mobile operators can direct advertising and local TV content to a specific region, enabling high advertising and subscription revenues. In addition, different mobile operators sharing one infrastructure can differentiate their service offerings with different TV packages for each operator and regionalisation of content.

The iSplicer is currently in trials with a number of Mobile TV broadcasters and service providers, including Spanish broadcaster Abertis Telecom and content management and delivery company GlobeCast. Further projects will be announced in the near future.

"Up to now, Mobile TV broadcasters and operators had a difficult trade-off to make between the level of investment in the infrastructure and the flexibility of their system. The flexibility is mandatory to enable attractive, consumer-driven content offers," said Dr. Antoine Clerget, Vice President of Engineering at UDcast. "UDcast's iSplicer enables broadcasters and operators, for the first time, to provide a high degree of content localization, addressable advertising and support for premium services without any significant overhead on the cost of the system."

The iSplicer offers the following benefits for mobile TV broadcasters and cellular operators:

- Up to 40 percent reduction of DVB-H network CAPEX and OPEX
- Reduced network deployment time
- Addressable advertising revenues opportunity
- Support for local and regional TV content
- High consumer satisfaction with adapted content
- Easy integration within transmission towers and 2G/3G base stations
- Adaptable to future advertising models and innovative content offers

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The UDcast iSplicer solution consists of innovative satellite network adaptation equipment that fits into all standard DVB-H transmitter sites or cellular base stations. The entire network can be managed globally through the IPE/iSplicer Manager central head-end management system. The iSplicer receives, modifies and re-transmits the MPEG2 Transport Stream while assuring the integrity of the modified stream. The iSplicer also guarantees the synchronization between modulators when they transmit at the same frequency. Multiple iSplicers can operate jointly within the same SFN (Single Frequency Network) cell.

iSplicer is compliant with DVB-H standards and is fully interoperable with all DVB-H standard equipment (terminals, encoders, modulators, encapsulators, network adapters, ESG and CA/DRM systems).

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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](http://www.udcast.com).

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