

## **UDcast sharing its vision on DVB-H revenues and challenges at the GSPx TV to Mobile conference**

The leading provider of IP over broadcast media will talk about the revenues and costs dynamics on the DVB-H market on 29-30<sup>th</sup> of March in Amsterdam

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*Sophia-Antipolis, France – March 27, 2006 – UDcast, the leading provider of Mobile TV IP network components is pleased to announce that Dr. Antoine Clerget\*, VP Engineering of UDcast will be a major speaker at GSPx TV to Mobile Conference on 29-30<sup>th</sup> of March in Amsterdam (www.gspix.com).*

*“The focus of this annual vertical event in TV to Mobile is the technology and implementation of video broadcasting. We are glad to have UDcast, leading provider of DVB-H equipment, sharing with us an educated overview of deployment choices that can help market players to take full benefit of the most popular Mobile TV solutions” – said Dr. Amnon Aliphass, GSPx-TV to Mobile Chairman.*

The huge success of streaming TV services recently launched by mobile 3G operators makes it clear that television is in the process of becoming a major mobile services space, where the high quality content offer meets an established consumer demand.

Broadcasting technologies, like DVB-H, can bring mobile TV to a new level in terms of image quality and low distribution costs. These technologies, however, are facing, several challenges related to (i) local content revenue opportunities, (ii) trade-off between CAPEX investments and flexibility of future networks, and (iii) complexity in deployment strategies and investment decisions.

Having provided its system components (IP Encapsulators, IPE Managers, DVB-H Analyzers, terrestrial/satellite IP expertise) to almost 80% of broadcasting mobile TV trials and networks worldwide, UDcast had the opportunity to work with a number of key players in the Mobile TV ecosystem, and provide responses to those challenges

*“Based on hands-on trials experience, we have developed solutions enabling mobile operators, and infrastructure vendors to optimize the stepwise deployment of mobile television networks and services.” said Antoine Clerget, VP Engineering at UDcast. “UDcast’s cutting edge digital technology simplifies major architecture choices by enhancing network planning flexibility, and adding cost-effective options for content providers to segment and localize their programming offers, while staying interoperable with existing DVB-H standard.”*

(\*) Dr. Antoine Clerget is vice president engineering and co-founder of UDcast. He has created and managed the UDcast product development team and is a major contributor to the design and development of UDcast’s technology and products. Prior to creating UDcast, Antoine Clerget was a member of the Rodeo Research project at INRIA, where his research work focused on multicast and satellite networks. Before that, he graduated from the Ecole Polytechnique, where he followed studies in mathematics, physics and computer science, entering the Corps des Télécommunications in 1995. Antoine Clerget hold a PhD in Telecommunications and Computer Science from Ecole Nationale Supérieure des Télécommunications.

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## **About UDcast**

UDcast is a leading provider of solutions for IP over broadcast media, focusing on delivery of IPTV to mobile devices, as well as satellite-aware enterprise networking solutions. UDcast provides DVB-H standard compliant IP network solutions for Mobile TV operators and broadcasters, supporting flexible content offering. In addition, UDcast provides feature-rich satellite IP appliances that bring terrestrial-like performances and security to broadband satellite links, enabling 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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