



IBC 2006

Booth 1.493
Mobile Zone Pod M238

Press Release

For Immediate Release

UDcast at IBC2006: Harnessing the Power of IP and Satellite for Mobile TV Delivery

UDcast launching iSplicer DVB-H transmission system, further innovating Mobile TV and satellite data communication

SOPHIA-ANTIPOLIS, France (30 August, 2006) – UDcast, a leading provider of solutions enabling full IP over broadcast and satellite media, announced that it will exhibit at IBC2006, taking place Sept. 8-12 in Amsterdam, and showcase IP and satellite technologies for delivering mobile TV and satellite-aware networking solutions.

The company will hold live demonstrations of its IP over satellite and mobile TV solutions at Booth 1.493 and Mobile Zone Pod M238. In addition UDcast expects to announce several customer trials and partnerships at the show.

The highlight of the show is the launch of UDcast's breakthrough DVB-H transmission product, the DVB-H iSplicer®. The iSplicer will give a boost to Mobile TV advertising and content service revenues, while reducing the network capital and operating expenses (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 who are deploying DVB-H compliant Mobile TV solutions.

The DVB-H iSplicer is a key component of high revenue generating and cost-optimised Mobile TV Networks, enabling the primary distribution of Mobile TV content directly to the DVB-H broadcast towers. The iSplicer can also reduce network deployment time, and increase service and advertising revenues thanks to its addressable approach to content and advertising distribution.

"UDcast's expertise lies in satellite and in mobile TV, so we are able to combine the two in developing the iSplicer to help cellular operators, mobile TV broadcasters and satellite service providers build flexible commercial mobile TV networks," said Filip Gluszak, vice president of marketing, UDcast. "It's all about harnessing the power of IP and satellite, whether its for mobile TV or enterprise networks, to make high quality content available anytime and anywhere."

UDcast will also feature live demonstration of the following technologies at IBC 2006:

Mobile TV solutions:

- DVB-H iSplicer – The world's first public demonstration of content transmission and local adaptation within the multi-cells end-to-end DVB-H network.
- DVB-H IP Encapsulator (IPE) - The IPE is the centerpiece in the end-to-end solution for the delivery of TV over DVB-H networks and is present in a great majority of current DVB-H trials and deployments. UDcast's DVB-H standard compliant IPE enables the encapsulation of video and audio sources and its multicasting over the DVB-H network to handheld devices. The IPE is the interface between the digital video sources and the mobile TV broadcasting network.

At IBC, UDcast will give a preview of the new features, including Visual IPE Monitoring and Statistical Multiplexing, enabling operators to increase the quality and number of broadcasted channels.

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- DVB-H Analyzer GOLDENEAGLE® - The state-of-the-art test reception equipment is dedicated for Mobile TV network monitoring, signal analyzing and validation of compliance with DVB-H standard. The GOLDENEAGLE enables real-time control of the quality of the DVB-H services and reduces network maintenance costs.
- IPE-Manager - UDcast's IPE-Manager contains network element management features, including group management, which considerably facilitate the roll out of large DVB-H networks and the implementation of DVB-H services. The IPE-Manager addresses the problem of efficient control of the tens or hundreds of IPEs distributed throughout the DVB-H network.

Satellite IP solutions:

- The UDgateway® - The first product enabling high performance any-to-any IPsec-based VPN for enterprise networks containing satellite connections. The enhanced UDgateway allows companies and organizations with multiple remote offices and sites using satellite connections to build a fully-meshed network and benefit from the similar performances and functionality as sites with terrestrial broadband. In addition to the UDgateway's ability to accelerate and crypt traffic, the appliance integrates satellite-aware compression technology enabling the optimization of the satellite connection with overall transmission speed improvement of up to 90 percent.

At IBC, UDcast will launch the new UDgateway version 3.0. It is the first satellite appliance on the market to address a major issue of enterprises - acceleration of Microsoft® Windows® file sharing (CIFS). The UDgateway 3.0 features a new acceleration mechanism dedicated to improving performance for all satellite users who remotely access their corporate file systems.

- The UDstation-Access® - A central appliance located at the satellite hub and the key product companion for the UDgateways located at the end-customer sites delivering enhanced broadband Internet access over two-way satellite systems. This appliance is shared by all the connected UDgateways and provides the necessary acceleration enhancements in the hubs of satellite service providers.

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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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