



Press Release
For Immediate Release

UDcast Addresses Cost Optimization of Mobile TV Networks at International Wireless Industry Consortium Workshop

SOPHIA-ANTIPOLIS, France – May 16, 2006 – UDcast, the leading provider of Mobile TV IP network components, announced today that vice president of marketing, Filip Gluszak, is a featured speaker at the International Wireless Industry Consortium (IWPC) Interactive Technical Workshop on Lowering Mobile TV Infrastructure Costs, taking place May 16-19 at the Hilton London Kensington, London.

Gluszak will lead a session entitled Cost Optimization of Mobile TV Distribution Networks - Terrestrial and Satellite on Thursday, May 18. Broadcasting technologies, like DVB-H, can bring mobile TV to a new level in terms of image quality and low distribution costs. This presentation will provide an educated overview of deployment choices that could inspire mobile operators and content providers to take full benefit of the flexibility given by the most popular mobile TV solution.

Topics of discussion will include:

- Mobile TV broadcasting advantages and challenges
- Mobile TV network architectures versus content flexibility
- Satellite as primary distribution to reduce mobile TV network OPEX and CAPEX
- Operator case study (content revenues and deployment costs)

Before joining UDcast, Gluszak headed the wireless marketing strategy department in Philips CE where he pioneered definition and development of successful mobile content platforms (data services, messaging, location based services, user interfaces, billing solutions etc), and served in a number of international marketing positions. Prior to this, Gluszak contributed to the networking research projects at NEC Research Institute in the U.S. He holds an international MS engineering degree in computer science and telecommunications, as well as an MBA followed by several executive management programs.

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.

Media Contacts

Filip Gluszak, UDcast
+33 4 93 00 16 00 / +33 6 03 23 30 01
filip.gluszak@udcast.com

ink Communications for UDcast
Jennifer Hicks or Melissa Aliberte
+1 617 488 0988 ext. 2/ext. 9
jennifer@theinkstudio.com
melissa@theinkstudio.com