



**KOBA 2006  
Booth 611**

**Press Release**  
For Immediate Release

## **UDcast Debuts New Generation of Live DVB-H Mobile TV to the Asia Pacific Market at KOBA 2006**

**SOPHIA-ANTIPOLIS, France – May 22, 2006** – UDcast, the leading provider of mobile TV IP network components, will make the Asia Pacific debut of its third major release of live DVB-H solutions for IPTV to mobile devices at KOBA 2006, the 16<sup>th</sup> Korea International Broadcast, Audio and Lighting Equipment Show, taking place May 23-26 in Seoul, Korea.

UDcast's demonstrations in the PI International booth (611) will show how the company's DVB-H network equipment enables the delivery of digital television to mobile devices, facilitating revenue generating networks and flexibility for operators and OEMs. UDcast enables service providers to cost-effectively and reliably deliver content such as live television and radio to a large number of mobile devices, while addressing the issues of scalability and mobility.

Visitors to the booth will see live demonstrations of the world's most advanced mobile TV network equipment, including UDcast's DVB-H IP Encapsulator (IPE). UDcast's IPE includes time slicing technology to maximize battery life and reduce the impact of the power intensive delivery of TV to mobile devices. Data is sent in bursts, enabling the handset to shut down the receiver between bursts, thereby minimizing power consumption and preserving battery life. Additionally, radio impairments, characteristic of mobile environments, are mitigated by the IPE's forward error correction mechanisms.

The new generation of UDcast DVB-H solutions demonstrated at KOBA features multiple performance improvements based on UDcast's experience in numerous consumer DVB-H trials world-wide. New features 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.

"UDcast welcomes the opportunity at KOBA to show how our advanced solutions are making TV mobile and creating new market opportunities in the Asia Pacific region," said Filip Gluszak, vice president of marketing, UDcast. "Our IP Encapsulators are able to capture and leverage the strength of IP converging with the broadcast world to provide high quality mobile communications platforms."

UDcast is the first company to provide mobile TV IP encapsulation and has been selected by the key players in the mobile TV ecosystem to roll out mobile TV services. The company's solutions are field-proven in more than 70 percent of the world's mobile TV operating systems.

### **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).

### **Media Contacts:**

Filip Gluszak, UDcast  
+33 4 93 00 16 00 / +33 6 03 23 30 01  
[filip.gluszak@udcast.com](mailto:filip.gluszak@udcast.com)

ink Communications for UDcast  
Jennifer Hicks  
+1 617 488 0988 ext. 2 / +1 617 372 2272 mobile  
[jennifer@theinkstudio.com](mailto:jennifer@theinkstudio.com)