

## **Mobile TV Conference**

*September 28-29  
Lorient, France*

## **Press Release**

*For immediate release*

### **New Services and Content for Mobile TV Require a Personalized and Geographically Addressable Approach**

*UDcast to address these topics in a roundtable discussion September 29 at the Mobile TV Conference in Lorient, France*

---

**SOPHIA-ANTIPOLIS, France - September 26, 2006** - UDcast, a leading provider of solutions enabling full IP over broadcast media, announced today that Filip Gluszak, vice president of marketing, will participate in a roundtable discussion at the Mobile TV Conference in Lorient, France, taking place September 28-29.

The New Services and Content for Mobile TV roundtable on September 29 will gather several representatives of international companies to address topics such as which services will generate value on Mobile TV and the opportunities and constraints generated by this new broadcast process. (See a complete list of topics and speakers at <http://www.conference-tv-mobile.com/gb/> )

UDcast's Gluszak\* will specifically address the role of advertising for Mobile TV and the importance of localising audio-visual content to adapt to the specific requests and needs of users. He will also discuss the commercial and technological challenges of deploying services to the mobile TV market.

A French company based in Sophia-Antipolis, UDcast has become a leader in the Mobile TV market and DVB-H standardization, providing network equipment to mobile operators and broadcasters. UDcast solutions have been tested successfully in 70 percent of Mobile TV trials worldwide. UDcast recently launched its new DVB-H transmission technology for Mobile TV, the DVB-H iSplicer®. The iSplicer represents a significant achievement in mobile TV and satellite communication by boosting Mobile TV advertising and content service revenues, while reducing the network capital and operating expenditures of large DVB-H deployments by up to 40 percent at the same time.

---

Organized by the French Pole Images & Reseaux in partnership with the Forum TV Mobile, the conference will be held at the Lorient Town Hall. For 2006, the organizers will focus on the status of the advanced technology and standards for Mobile TV and give a progress report on the deployment of services and international trials. The event will examine the question of the attribution of the frequencies, new services and content, and will tackle the economic problems of the deployment of services and networks.

*The conference is under the direction of Mme Viviane Reding – European Commissioner for Information Society and Media, Mr. Renaud Donnedieu de Vabres - French Minister for the Culture and Communication and Mr. François Loos - French Vice-Minister of Industry.*



---

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

## **Media contacts:**

Filip Gluszak, UDcast  
[filip.gluszak@udcast.com](mailto:filip.gluszak@udcast.com)  
+33-493-001-600  
+33-603-233-001

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