



## **UDcast Selected for the Red Herring 100 Europe 2007**

*Award Recognizes the 100 "Most Promising" Companies  
Driving the Future of Technology*

**CANNES, France – March 21, 2007** – Red Herring announced today that it has selected UDcast ([www.udcast.com](http://www.udcast.com)), a leading provider of solutions enabling full IP over broadcast and satellite media, as a recipient of Red Herring 100 Europe 2007, an award given to the top 100 private technology companies based in the EMEA (Europe, Middle East and Africa) region each year.

"This year's impressive list of winners demonstrates Europe's emergence as a major player in the global technology sector," said Red Herring Editor-in-Chief, Joel Dreyfuss. "The exceptional accomplishments of European technology companies and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem."

"We are honored to have been selected by Red Herring for this prestigious award," said Didier Tymen, senior vice president and co-founder, UDcast. "UDcast has built a strong leadership position in the world of IP and Broadcast convergence by delivering high level network products at the edge of the technology, in particular in the new Mobile TV arena."

UDcast has captured the strength of IP and Mobile TV with the company's involvement in the DVB-H standard, established partnerships with strong players such as Nokia and Motorola, and work with Alcatel-Lucent on the newly ratified DVB-SH standard and Mobile Television Without Limits project. UDcast is found in more than 70 percent of the world's mobile TV (DVB) commercial deployments and trials.

UDcast has also built a strong international presence in the past years with Satellite IP networking solutions. UDcast satellite enterprise systems are deployed and used every day by large corporate and governmental organizations in more than 4000 sites worldwide.

Red Herring's lists of top private companies are an important part of the company's tradition of identifying new and innovative technology companies and entrepreneurs. Companies like Google, eBay and Skype were spotted in their early days by Red Herring editors, and touted as leaders that would change the way we live and work. Red Herring's editorial staff rigorously evaluated more than 700 private companies through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, and dedication to research and development.

To honor the CEOs of Red Herring 100 Europe companies, Red Herring has invited UDcast to present at its Venture Market Europe (VME) 2007 event. Scheduled for March 25-27 at the Intercontinental Carlton, this intimate, three-day event is themed "The Pursuit of Disruption" and will explore how European firms are leading the charge in many technology sectors, gaining the competitive advantage, and driving entrepreneurial success in ways that create business opportunities for challengers and incumbents alike.

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**About Red Herring**

Red Herring is a global media company which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available on the Internet at [www.redherring.com](http://www.redherring.com).

**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).

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