



## **Roundbox and UDCast Partners to Demonstrate Mobile Broadcast Solution on DVB-H Based Network**

### ***Demonstration Combines UDCast's Management System with Roundbox's Mobile Broadcast Technology Suite***

**Los Angeles, CA, September 11, 2006** – Roundbox, a leader in mobile broadcast software, and UDCast, a leading provider of solutions enabling full IP over broadcast and satellite media, today announced a collaboration leveraging both company's assets to provide an end-to-end DVB-H-based demonstration. This demonstration gives mobile broadcast operators an integrated, out-of-the-box solution supporting a variety of mobile broadcast scenarios.

UDCast is the acknowledged, international market leader for DVB-H equipment, said Dennis Specht, founder and CEO of Roundbox. By testing their hardware platform with the Roundbox client and server software, we are demonstrating a commitment to providing operators worldwide a best-of-breed solution for mobile broadcast services.

Roundbox is one of the most innovative companies in the mobile broadcast market, developing an Electronic Service Guide and IP datacasting solutions that are unparalleled in the industry, said Didier Tymen, vice president, sales and co-founder of UDCast. By combining each company's expertise, we are able to demonstrate a path that not only leverages the converged mobile broadcast world, but expands well beyond the boundaries of traditional television.

The demonstration incorporates the following elements in the Roundbox product suite:

- **Roundbox Broadcast Server** – The Roundbox Broadcast Server provides comprehensive broadcast management functions and supports a variety of scenarios including Mobile TV and IP datacasting.
- **Roundbox Broadcast Client Toolkit** – The Roundbox Broadcast Client Toolkit provides a state-of-the-art client library for building datacast applications and integrating broadcast services with streaming media
- **Roundbox Electronic Service Guide (ESG)** – The Roundbox Electronic Service Guide, developed in partnership with Gemstar-TV Guide, is an industry-leading solution for video guidance across a variety of bearer networks and content formats

Components from UDCast include:

- **UDcast DVB-H IPE** - The Industry's first DVB-H compliant IP encapsulator – a core network element for delivery of Mobile TV Services.
- **UDcast DVB-H IPE Manager** – An advanced, network management system for managing collections of DVB-H IPEs distributed across a terrestrial broadcast network.

Both companies will be present at the IBC Conference in Amsterdam, Netherlands from September 7-12 as well as CTIA Wireless IT & Entertainment in Los Angeles, California September 12-14.

**About Roundbox**

Roundbox Inc. is a leading provider of mobile broadcast software solutions. The company provides client and server software spanning multiple network technologies to mobile operators. Roundbox's products help mobile operators take maximum advantage of broadcast and multicast to enhance both existing revenue-generating services as well as deploy new, differentiated ones. Roundbox is a private company based in Florham Park, New Jersey and is funded by premier venture capital firms. For more information, visit [www.roundbox.com](http://www.roundbox.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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