



Press Release

For immediate release

UDcast Marks Strong Global Presence and Leadership in Mobile TV with Presentations in Singapore, China and South Africa

UDcast to address mobile TV topics at 3GSM Asia, China Mobile TV/Video Forum and Africa's Next Generation Networks Conference this month

SOPHIA-ANTIPOLIS, France - October 16, 2006 - UDcast, a leading provider of solutions enabling full IP over broadcast media, announced today that the company's vice president of marketing, Mr. Filip Gluszak, has been invited to speak at two major pan-Asian events - 3GSM World Congress Asia and the China Mobile TV/Video Forum. Also, UDcast will be represented by its Africa sales manager, Mr. Abel Dumont, at Africa's Next Generation Networks Conference.

Asian markets are proving to have massive potential and are leading the world in new approaches to the mobile business. Filip Gluszak will contribute to the discussion on mobile TV infrastructure and terminals and their relation to the content choice at 3GSM World Congress Asia. The presentation takes place on Wednesday, Oct. 18 at the Suntec Singapore International Convention & Exhibition Centre. Joining Gluszak on the panel are executives from Nokia, BT Movio, IP Wireless and Qualcomm.

Gluszak will also join a panel discussion on advertising via mobile TV at the 2006 China Mobile TV/Video Forum on Oct. 26 at Huating Hotel & Towers in Shanghai. This conference is focused on what is involved in deploying mobile TV in the world's largest wireless market. Gluszak and panel members from OgilvyOne and Gartner Research 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.

UDcast is well positioned as a thought leader in the area of advertising for mobile TV, following the recent European launch of its new product range, including the DVB-H iSplicer® solution. 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.

UDcast will also lend its industry expertise to the Next Generations Networks Africa Conference, October 23-25 at the Hilton Hotel, Sandton in Johannesburg, South Africa. Mr. Abel Dumont will share UDcast's view on the satellite and mobile TV approach for Africa, including insight from the company's work with Africa's Algeria Telecom. Algeria Telecom is installing 1500 UDcast UDgateway® appliances to tenfold the performance of 1500 satellite sites that will be gradually installed over the Algerian territory. The installed broadband will be available to the branches of the six state banks, including La Banque Centrale d'Algérie and The Algerian Post, and will assure the reliability and the complete security of inter bank clearing operations.

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
filip.gluszak@udcast.com
+33-493-001-660 or +33-603-233-001

Jennifer Hicks, ink Communications for UDcast
jennifer@theinkstudio.com
+1-617-488-0988 ext. 2