



FOR IMMEDIATE RELEASE

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Booths C1946 (UDcast) and N2502 (Harris)

UDcast Launches ATSC-Mobile/Handheld DTV Technology

UDcast's ATSC-compliant IP Encapsulator and IPE Network Manager further enhance MPH™ In-Band Mobile DTV System with easy content programming and high availability

SOPHIA-ANTIPOLIS, France – April 14, 2008 – UDcast, a leading provider of wireless IP broadcast solutions, announced today the launch of its ATSC-M/H (Advanced Television Systems Committee Mobile/Handheld) solution that is interoperable with the MPH™ (Mobile-Pedestrian-Handheld) in-band mobile digital television (DTV) system, considered the leading contender in the race to develop new mobile DTV broadcast standards.

Developed in partnership with Harris Corporation and LG Electronics, UDcast's first ATSC-compliant IP Encapsulator will enable free-to-air delivery of digital television content and data to mobile and handheld devices in the United States and other ATSC DTV countries. Supported by the Open Mobile Video Coalition (OMVC), terrestrial in-band DTV service for mobile and handheld receivers is expected to be launched in the United States in 2009.

In order to enable real-time video broadcast, the UDcast ATSC-M/H IP Encapsulator, along with high-quality encoded content provided by Envivio's encoders and a new station-side platform developed with Triveni Digital, will ensure the delivery of mobile video IP content on the top of the ATSC standard transmission. Additionally, the IPE-Manager from UDcast will allow easy content programming, as well as high availability of the service through its redundancy mechanisms.

UDcast is jointly demonstrating the capabilities of the new Mobile DTV delivery system with MPH partners Harris Corporation, LG Electronics and Zenith at the 2008 National Association of Broadcasters (NAB) show, taking place April 14 -17 at the Las Vegas Convention Center. The companies will show an over-the-air MPH mobile DTV broadcast by KVCW-DT, the Sinclair Broadcasting Group-owned CW Network station serving the Las Vegas market, as well as a closed circuit broadcast originating from Harris Corporation's **Booth N2502** in the North Hall of the convention center.

"The introduction of these technologies for delivering ATSC Mobile DTV based on MPH opens up many new revenue opportunities for broadcasters and operators," said Jas Saini, CEO of UDcast. "UDcast-enabled MPH technology will be able to reach users while away from their homes or even traveling in fast-moving vehicles, bringing in a whole new audience that otherwise wouldn't be reachable at these times."

"UDcast has been a long-term partner of Harris and a global leader in Mobile DTV IP Encapsulation," said Jay Adrick, vice president broadcast technology, Harris Corporation. "We are pleased to have them on board in the MPH project as their encapsulation and network management solutions are integral to the success of our new delivery system as a reliable and high performance solution for broadcasters."

For more information about UDcast and to view demonstrations of the company's complete range of solutions for delivering Mobile TV services, please visit the UDcast booth at NAB, **Booth C1946**.

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About UDcast

UDcast is a leading software company providing IP broadcast solutions for the delivery of content to a broad range of devices over existing and emerging wireless networks worldwide. UDcast's Mobile TV technology is a key component in the end-to-end solutions from major systems providers including Motorola, Nokia, NSN, Alcatel-Lucent, Tandberg-Ericsson, Cisco-Scientific Atlanta, Harris Broadcasting and others. UDcast's satellite-aware IP appliances are widely deployed at thousands of sites around the globe. The Company was recognized in 2007 as a leading European technology company by the prestigious Red Herring Hot 100 award. The Company maintains its global headquarters in Sophia-Antipolis, France with offices in the Algeria, China, Italy, Korea, Spain and the United States. For more information, visit www.udcast.com.

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