



FOR IMMEDIATE RELEASE

Broadcast Asia 2008
Hall 7 – Stand 7N4-10

UDcast Introduces Newest Satellite, WiMAX and Mobile TV Optimization Technologies to the APAC Market at Broadcast Asia 2008

New compression and acceleration solutions for enterprise data offer unprecedented network performance and service quality improvement

SOPHIA-ANTIPOLIS, France – JUNE 12, 2008 – UDcast, a leading provider of wireless IP broadcast solutions, announced today that it will exhibit at Broadcast Asia 2008, taking place June 17 – 20 at the Singapore Expo in Singapore. In Hall 7 – Stand 7N4-10, the company will introduce its latest technologies for optimizing satellite, WiMAX and Mobile TV networks in the fast growing APAC market.

Satellite and WiMAX Data Solutions

UDcast will introduce new compression and acceleration technology that enables satellite and WiMAX-based wide area networks to offer unprecedented network performance and service quality improvement. The advanced compression and acceleration feature, WANcompress, introduced as part of the UDgateway® all-in-one appliance for broadband IP access, allows acceleration of data transfer for the enterprise more than 25 times and enables bandwidth savings of over 50 percent on average.

The latest generation of UDgateway, which is currently in trials with a network of the French WiMAX operator SHD (Société du Haut Debit, a joint venture of the French operators SFR and Neuf Cegetel), accelerates data traffic and the growth of the WiMAX industry by removing all redundant data that is to be transferred by the network.

Visitors at the UDcast stand will see first-hand how the UDgateway-WANcompress accelerates WiMAX and satellite applications, thereby bringing prices of data connection down and satisfying the most demanding users with unprecedented network performance.

Mobile TV Solutions

UDcast's range of Mobile TV solutions enable the delivery of high revenue TV services, such as targeted advertising and interactive content to mobile devices. At Broadcast Asia, UDcast will launch the TSprocessor, a multi-function network appliance enabling easy deployment and testing of digital TV systems. The TSprocessor includes multiple programmable modules for reception, processing, storage and transmission of Mobile TV, SD and HD Digital TV in DVB and ATSC standards. The device integrates the functions of 17 stand-alone pieces of equipment into one box, allowing operators to build advanced signal re-multiplexers, network adapters, play-out centers and channel simulators via a graphical user interface.

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With the TSprocessor, broadcasters can trial and deploy innovative services, reducing development lead-times from weeks to just several minutes. Laboratories get unprecedented flexibility with a set of unique tools, such as inter-bursts FEC decapsulation and programmable traffic loss generation.

Visitors to UDcast's Broadcast Asia booth will be able to experience the TSprocessor first-hand by building various configurations on their own.

"Asia is currently the fastest growing Mobile TV region, with Japan and Korea having connected more than 28 millions handsets shipped so far," said Jas Saini, CEO of UDcast. "Factors such as the upcoming Olympics in China are putting pressure on broadcasters and mobile operators in other countries to accelerate roll-out TV services. DVB-H is in the pole position, with a mature ecosystem of vendors, global support and multiple regional roll-outs started."

Visitors can also find UDcast technology at the booths of the following partners exhibiting at the BroadcastAsia and CommunicAsia events:

- Audemat-Aztec – BroadcastAsia Booth #8G2-03
- Cisco / Scientific Atlanta – CommunicAsia
- Harris Broadcasting – BroadcastAsia Booth #7E2-01
- Nera Telecommunications – CommunicAsia #5G3-01
- Newtec – CommunicAsia Booth #6B2-01
- Tandberg Television – Ericsson – CommunicAsia Booth #3H3-01

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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