



Press release

Major players of the DVB-SH ecosystem join forces in a live demonstration of full end-to-end DVB-SH mobile TV in S-Band and in UHF at IBC

IBC, Amsterdam, September 12, 2008 – On the occasion of IBC2008, major players from the DVB-SH ecosystem (Alcatel-Lucent, Audemat, Axcera, DiBcom, RVR Elettronica, Sagem Mobiles, Sidsa, TeamCast and UDCast) are joining forces to deliver the world-first live demonstration of full end-to-end DVB-SH mobile TV, as well as the world-first implementation of the DVB-SH standard in the UHF band.

On the Alcatel-Lucent booth are presented additional mobile TV demonstrations including live DVB-SH in UHF, unified UHF/S-Band access on a single handset, and unified DVB-H/DVB-SH access on a single handset, making it possible to receive up to 45 live broadcast TV channels on a single handset. A drive tour around the RAI convention center premises is also offered by Alcatel-Lucent to IBC visitors wishing to enjoy high-quality DVB-SH mobile TV on handsets while inside a moving car.

These demonstrations highlight the multi-frequency capability of DVB-SH as well as its superior spectrum efficiency compared to other mobile broadcast standards, including in UHF, thus providing operators with a cost-efficient solution for the deployment of their broadcast mobile TV networks and services worldwide.

DVB-SH (Digital Video Broadcast - Satellite services to Handhelds) is an evolution of DVB-H and a powerful mobile broadcast standard allowing cost-effective mobile TV deployments. It can be used in any frequency spectrum below 3GHz, including UHF, L-Band and S-Band, this in terrestrial only, satellite only or also in hybrid networks. The DVB-SH specifications were approved by the DVB Project in February 2007, and the DVB-SH waveform definition was published by the European Telecommunications Standards Institute (ETSI) in March 2008.

The S-Band frequency spectrum is currently available throughout Europe. On August 7, 2008, the European Commission opened a competition for providers of communication services via satellite across Europe. Using the S-Band, satellite operators will, for the first time, be able to offer in all the European Union Members States services such as high speed data, mobile TV, disaster relief and remote medical services under one single European selection procedure instead of under 27 different national systems. This is made possible by a new EU decision on mobile satellite services that entered into force in July 2008.

The DVB-SH in S-band signal is made available by Alcatel-Lucent throughout Amsterdam's RAI convention center using Alcatel-Lucent's 9600 broadcast mobile TV transmitters series which are supporting DVB-SH, DVB-H and DVB-T. They are including technological elements from TeamCast (DVB-SH modulators) and UDCast (DVB-SH IP encapsulators). The demonstration is using handsets from Sagem Mobiles, the first mobile phones equipped with the DVB-SH/DVB-H technology, with

DiBcom's DIB29098 quad-band DVB-SH/DVB-H/DVB-T diversity receiver. Additional terrestrial gap fillers are provided by Selecom. The coverage for this demonstration was validated using the Navigator DVB-SH, a multi-standard portable test and measurement equipment provided by Audemat.

The live joint DVB-SH demonstration is accessible on the following booths at IBC: Alcatel-Lucent (Hall 12P, booth C20), Audemat (Hall 8, booth B58), Axcera (Hall 8, booth E24), bmco forum/B21C (Mobile Zone, booth M273), DiBcom (Hall 3, booth A41), RVR Elettronica (Hall 8, booth C20), Sidsa (Hall 4, booth C48), TeamCast (Hall 2, booth C23 / Mobile Zone, booth M383) and UDcast (Hall 1, booth E90).

About Alcatel-Lucent (<http://www.alcatel-lucent.com>)

Alcatel-Lucent (Euronext Paris and NYSE: ALU) provides solutions that enable service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users. As a leader in fixed, mobile and converged broadband networking, IP technologies, applications, and services, Alcatel-Lucent offers the end-to-end solutions that enable compelling communications services for people at home, at work and on the move. With operations in more than 130 countries, Alcatel-Lucent is a local partner with global reach. The company has the most experienced global services team in the industry, and one of the largest research, technology and innovation organizations in the telecommunications industry. Alcatel-Lucent achieved adjusted proforma revenues of Euro 18.3 billion in 2006 and is incorporated in France, with executive offices located in Paris. [All figures exclude impact of activities transferred to Thales].

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About Audemat (<http://www.Audemat.com>)

AUDEMAT is pioneer in the conception and manufacturing of innovative products for Broadcast professionals. Almost one third of the staff is dedicated the development of innovative technologies. AUDEMAT is the only European company that has won 12 awards over 9 years for product innovation at the World Broadcast Show (NAB - Las Vegas). The AUDEMAT group is privately owned by the board of Directors, as well as capital investors. About 100 employees are located at the Bordeaux-Merignac site. AUDEMAT has an office in Beijing (China) since the beginning of 2008; and a subsidiary company in Miami (Florida-USA). With 7 employees, the U.S. subsidiary is in charge of developing sales in North and South America, Australia and New Zealand. The AUDEMAT group recently acquired Nortek, a TV specialist located in Lille, France. AUDEMAT has been ISO9001 certified for 10 years; it recently obtained ISO14000 certification (environmental management standards). Since 2007, the AUDEMAT group has dedicated part of its profits to offsetting CO2 gas emissions by being part of actions for sustainable development around the world.

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About Axcera (<http://www.axcera.com>)

Axcera is a premier provider of RF transmission equipment and systems for the television broadcast and broadband wireless/MMDS industries. Carrying on the tradition of offering the best RF products for 25 years, the company has earned its reputation as a high quality manufacturer, focused on meeting customers' needs. Today Axcera provides the most complete line of television transmitter systems available from any manufacturer as well as end-to-end broadband wireless/MMDS solutions, including complete network planning, design and integration services, while never losing the focus on quality and the customer.

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About DiBcom (<http://www.dibcom.com>)

DiBcom is at the heart of mobile TV. As a fabless semiconductor company that designs high-performance chipsets, DiBcom enables low-power mobile and portable TV reception everywhere and at speeds exceeding 200 km/h. The company's solutions are used in automotive, PC/peripheral, mobile phones and other handheld devices. DiBcom has extensive experience solving real-world mobile digital terrestrial television (DTT) reception problems and has overcome the main technological barriers to high-quality service. The company has developed a number of patented algorithms and architectures for fast and accurate channel estimation and high Doppler compensation. Its chipsets are compliant with the current worldwide Digital Video Broadcast standards DVB-T, DVB-H, DVB-SH, T-DMB and ISDB-T.

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About RVR (<http://www.rvr.it>)

RVR Elettronica is one of the world's leading manufacturer of FM and TV analog and digital broadcasting transmitters, with more than 15,000 public and private customers served worldwide during its 30-years experience. Broadcasters in 195 Countries and Territories of the world rely on RVR Elettronica when it comes to invest in a reliable, affordable and technologically advanced transmitters. With the launch of its new "GOLD-VIDEO" line of DVB-T, DVB-H, DVB-SH digital TV transmitters, RVR Elettronica confirms its pioneering role in the Digital communication arena. More than 180 employees covering the whole world with offices in China, USA, Ukraine, Dubai, a capillary network of 200 distributors and an efficient pre-sales and after-sales services, makes RVR the true Proximity Partner for many of the world's existing and emerging TV and radio stations.

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About Sagem Mobiles (<http://www.sagem.com/mobiles>)

Sagem Mobiles is a leading international player in the mobile telecommunications market arena. Sagem Mobiles designs, develops, produces and markets mobile phone products that pack cutting-edge technologies such as fixed-mobile convergence, mobile TV and NFC/RFID ID solutions, together with a comprehensive range of mobile phone accessories. Sagem Mobiles skill sets also extends to handling the development and production of mobile phones under Original Design Manufacturer (ODM) contracts.

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About Sidsa (<http://www.sidsa.es>)

SIDSA is a provider of semiconductors and equipment for Digital TV broadcast and reception. The company portfolio includes demodulator Integrated Circuits for mobile and digital terrestrial TV, Broadcast platforms and conditional access devices. SIDSA's key differentiators are its technology for Digital TV System-On-Chip design and its understanding of complete end-to-end Digital TV Systems. This allows the company to deliver products that perfectly fill the needs of operators, mobile phone manufacturers and consumer electronics companies. SIDSA has its headquarters in Madrid (Spain) and offices in Zaragoza, Dubai, Hong Kong, Moscow and San Francisco. Since 2006 SIDSA is backed by investment from two Spanish private equity and venture capital groups: Inova Capital and Baring Group, something that has stimulated its international expansion and growth.

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About TeamCast (<http://www.teamcast.com>)

TeamCast is a young company with strong technical credentials who supply 'OEM' product technology to infrastructure equipment providers for digital television broadcast networks. Capitalising on the expertise of their three founders, TeamCast's scientific and technical teams have been deeply involved in the definition, development and validation of a number of digital television broadcast standards - for example, the standards for mobile and portable terminals defined by DVB-H, DVB-SH, FLO 2.0 and DVB-T2. The OEM technology promoted by TeamCast provides a complete and compatible range of functional modules which are highly integrated and robust, and which the clients of TeamCast can easily integrate into their own transmitters, re-transmitters, base stations etc - thus forming the network infrastructure required for digital television broadcasting. Today TeamCast serves more than 250 customers in 45 countries. TeamCast's main research and development laboratories are based at St Grégoire, close to the city of Rennes. An American subsidiary, TeamCast Inc, based in Chicago (IL), was opened in February 2007, to enable closer working with US customers.

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About UDCast (<http://www.udcast.com>)

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 USA, Spain, Algeria and Italy.

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