



**For Immediate Release**

## **LARCAN and UDcast Announce Leading Edge Solution for Mobile DTV.**

***Start to Success Solution Brings Greater Flexibility with Integrated System for  
ATSC Mobile TV Providers and Broadcasters***

**Toronto, Canada and SOPHIA-ANTIPOLIS, France — April 20, 2009 —**

LARCAN, a leading designer and manufacturer of Broadcast Solutions including Solid State VHF, UHF, and Low Power transmitters / translators announces an innovative solution for the emerging ATSC Mobile Television – Mobile DTV marketplace. LARCAN is introducing its next generation of the LARCAN Plus system that will support the new ATSC DTV Mobile standard. New LARCAN – Mobile Plus allows broadcasters to provide a mobile service that compliments their existing ATSC terrestrial service. LARCAN chose to partner with UDcast for its ATSC M/H multiplexer because of its renowned reputation and vast experience. According to Scott Barella, LARCAN's Vice President of Business Development and Technology, "the decision to partner with UDcast was a clear one, as UDcast is a European leader in Mobile Television. We wanted to partner with a company who truly knew the ATSC legacy Transport Stream and the additional encapsulation for DTV Mobile. UDcast was able to bring their experience in other mobile television markets to bear in the ATSC marketplace with a solution that was both fully integrated and forward thinking."

UDcast is a world leader in supplying critical solutions for a number of different mobile television technologies with up to 70 percent of global mobile TV deployments. The company's introduction of an ATSC Mobile solution is a continuation of its efforts in DVB-H and DVB-SH. UDcast is a pioneer in the creation of mobile TV standards that have enabled the development of mobile TV ecosystems through partnerships with major telecom and broadcast infrastructure providers.

LARCAN will demonstrate the new LARCAN – Mobile Plus TV solution at the 2009 NAB Show, April 20-23 at the Las Vegas Convention Center. LARCAN's Booth is C2616.

*More...*

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**About UDcast**

UDcast is a global leader in the development of 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. For more information, visit [www.udcast.com](http://www.udcast.com).

**About LARCAN**

LARCAN is a full-service broadcast solutions company that innovates, designs, and manufactures superior analog, digital & mobile television transmitters for wireless and broadcast markets worldwide. LARCAN offers end-to-end engineering solutions in solid state VHF, UHF, high power IOT transmitters, and innovative low power transmitter/translator technologies. LARCAN specializes in a full range of "Start to Success" services, accessories, and custom solutions for the broadcast industry. For more information, visit [www.larcancan.com](http://www.larcancan.com).

**Note to Editors:** When referring to LARCAN, please use all capital letters (as it's an acronym).

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