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**GSMA 2008 Mobile World Congress
Hall 2 - Booth 2B89**

UDcast's Mobile TV Solutions for Terrestrial, Satellite and WiMAX Networks Take the Spotlight at 2008 Mobile World Congress

Wireless IP broadcast specialist demonstrates core components for increasing revenue from interactive TV services such as high quality mobile reception, targeted advertising and WiMAX TV

SOPHIA-ANTIPOLIS, France – February 11, 2008 – UDcast, a leading provider of wireless IP broadcast solutions, is bringing next generation broadcast technologies for the mobile industry into the spotlight at the 2008 GSMA Mobile World Congress, to be held February 11-14 in Barcelona, Spain.

According to Informa Telecoms & Media, there are an estimated 3.3 billion mobile phones activated worldwide, representing half of the global population. UDcast will present three generations of Mobile TV technologies that will enable these users to watch TV on their phones.

Visitors to the UDcast stand (**Hall 2 - Booth 2B89**) will experience the company's emerging wireless broadcast architecture based on the Mobile WiMAX standard. Presented for the first time, this technology will enable the delivery of high revenue addressable TV services to millions of broadband users while preserving network capacity.

In addition, UDcast will feature its field-proven DVB-H solution chosen for the majority of deployments around the world. UDcast will also demonstrate its complementary DVB-SH satellite solution that will provide immediate coverage of large territories. The first satellite will be launched in March 2008 in North America, and the second in early 2009 in Europe. The solution is part of a hybrid WiMAX - DVB-SH technology trial announced by Clearwire and ICO in 2007.

"Together with our partners, we have deployed our technology in Italy, Vietnam, Finland, India, Philippines, Malaysia and other countries in the past year, and we expect to launch overall more than 20 Mobile TV networks by the end of 2008," said Jas Saini, CEO of UDcast. "Based on our core expertise in optimizing IP and wireless broadcast technologies, UDcast is at the forefront of the Mobile TV movement, now pushing the frontiers toward the needs of WiMAX and 4th generation mobile networks."

Other highlights of UDcast's demonstrations at the 2008 Mobile World Congress include:

- **Sophisticated and cost-effective DVB-H monitoring with UDcast Silver** - UDcast will introduce new functionality to its monitoring product range with the Silver monitoring device for DVB-H and DVB-T networks. Silver allows viewing of mobile video on the monitoring device to ensure quality of service for TV channels and advertisers and to meet consumer expectations for high quality broadcast services. Co-developed with Audemat-Aztec, Silver enables broadcasters, mobile operators, regulators and TV channels to ensure the system is working in compliance with DVB-H or DVB-T standards.

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- **Launch of the software version of UDcast iSplicer** - UDcast launches the software version of its innovative iSplicer solution for flexible distribution of Mobile TV content. The software-based iSplicer can be integrated in satellite receivers or modulator provided by third party partners. UDcast will demonstrate the latest DVB-T/H transceiver from Newtec that integrates UDcast technology. The new product acts as a fully integrated DVB-H and DVB-T transmitter, including the satellite reception unit for content feed and DVB modulator, as well as local content adaptation unit based on iSplicer technology.
- **Introduction of the world's first DVB-H / DVB-SH IP Encapsulator** - Following its successful pre-commercial DVB-SH Mobile TV trials in Europe and the U.S., UDcast is launching the first industrial DVB-H / DVB-SH IP Encapsulator. As the key component of Mobile TV head-ends, and featuring the innovative iFEC (interbursts forward error correction) technology, UDcast IPE-10 enables perfect reception of television from satellite on mobile devices.

In addition to the UDcast stand, visitors to the Mobile World Congress can find UDcast solutions demonstrated with the following partners:

- Abertis/Eutelsat - Courtyard Pavilion, Booth CY14
- Alcatel-Lucent – Hall 8, Booth A147
- bmcoforum – Hall 2, Booth B82
- Cisco-Scientific Atlanta – Hall 8, Booth A51
- DiBcom – Hall 2, Booth 1D30
- Envivio – Hall 2, Booth H12
- Motorola – Hall 8, Booths A152, A159, B30
- Nokia – Hall 8, Booths B169, B177, C167
- Nokia Siemens Networks – Hall 8, Booths B157, C01, C163
- RRD – Hall 7, Booth F22
- Sagem Mobiles – Hall 8, Booth B94

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 Algeria, China, Italy, Korea, Spain and the United States. For more information, visit www.udcast.com.

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