



FOR IMMEDIATE RELEASE

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Booth C1946

UDcast WiMAX TV Opens Up Future of Broadcasting to Mobile Devices at NAB 2008

Global supplier of Mobile TV Encapsulators introduces WiMAX and other solutions for the delivery of high-revenue addressable TV services

SOPHIA-ANTIPOLIS, France – April 14, 2008 – UDcast, a leading provider of wireless IP broadcast solutions, is bringing the North American preview of the first Mobile TV architecture based on the WiMAX standard to the 2008 National Association of Broadcasters (NAB) show, taking place April 14 -17 at the Las Vegas Convention Center. Visitors at the show can learn more about WiMAX and preview UDcast's technology at **Booth C1946**.

UDcast's emerging wireless broadcast and multicast technology for WiMAX enables reception of TV content over standard Mobile WiMAX networks so that service providers can propose differentiating multimedia services, increase ARPU and capture a portion of TV advertising revenues. UDcast WiMAX TV is a practical, cost-effective solution that addresses the key scalability challenges in implementing Mobile TV services for a mass audience. Using a combined unicast, multicast and broadcast service model, it enables user demand for the most popular programming on mobile video to be channelized toward a service that can guarantee quality reception over predictable bandwidth, without risk of network congestion.

"UDcast is proud to be a first-mover in WiMAX TV technology with the introduction of our WiMAX solution. As a member of the WiMAX Forum, we are contributing to the community with a standards-based and universal approach," said Jas Saini, CEO of UDcast. "The television and Internet, both mobile and fixed, keep on merging into a unified service experience, making WiMAX one of the most promising technologies for the future of broadcasting."

Other demonstrations of Mobile TV solutions at the UDcast booth (**C1946**) include live DVB-H and DVB-SH (IPE 5.0). UDcast has introduced the world's first DVB-H / DVB-SH IP Encapsulator and completed successful pre-commercial DVB-SH Mobile TV trials in Europe and the U.S. DVB-H was recently ratified as the European standard for Mobile TV and the first DVB-SH transmission satellite is scheduled for launch on April 14 in the U.S.

UDcast is also launching its ATSC-M/H (Advanced Television Systems Committee Mobile/Handheld) solution interoperable with the MPH™ (Mobile-Pedestrian-Handheld) specification. UDcast will introduce the first ATSC-compliant IP Encapsulator to enable free-to-air digital Mobile TV in the U.S., along with the UDcast IPE-Manager for easy content programming and high service availability. UDcast will jointly demonstrate with MPH partners Harris Corporation and LG Electronics in **Booth N2502**.

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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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