



**FOR IMMEDIATE RELEASE**

SATELLITE 2008  
Booth 621

## **UDcast Accelerates Satellite's Role in the Delivery of Emerging Technologies at SATELLITE 2008**

*UDcast launches WANcompress technology, bringing satellite, fiber and WiMAX wide area networks together to deliver content and data more than 20 times faster*

**SOPHIA-ANTIPOLIS, France – 26<sup>th</sup> of February, 2008** – At SATELLITE 2008, UDcast will launch new compression and acceleration technology that enables satellite, fiber and WiMAX-based wide area networks to offer unprecedented network performance and service quality improvement. UDcast will debut the new technology in booth 621 at SATELLITE 2008, February 26-28 at the Washington Convention Center in Washington, D.C.

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 enterprise more than 20 times and enables bandwidth savings of up to 50 percent on average.

Satellite service providers face a major dilemma - how to maximize return on investment in their satellite capacity, while improving the end-users' network performance at the same time. With new competition coming from wireless broadband technologies as HSPA or WiMAX, the bar of customer expectations is rising even higher.

In order to capitalize on the economy of scale only satellite service providers can offer UDcast's new WANcompress transmission optimization technology takes advantage of a distributed storage-based data compression. It keeps track of all exchanges made between the nodes of a WAN network and uses this information to reduce the size of data and media exchanges.

Typically in an enterprise there are many users accessing the same information (spreadsheets, slide presentations, emails, etc.), making small incremental modifications in the received files and then sharing them with other users. This natural enterprise workflow generates a lot of network traffic that can be very efficiently compressed if the network is viewed as an interacting system, rather than a sum of independent connections.

UDcast's WANcompress technology has been already selected by the leader in application traffic management systems for wide area networks, Ipanema Technologies, to integrate with their existing feature set delivering the single most comprehensive application traffic management solution on the market "Enterprises today are striving to improve productivity and are becoming increasingly dependent on the efficiency of their networked critical applications. Ipanema Business Network Optimization is addressing many aspects of business critical application performance maximization through its Visibility, Optimization and Acceleration features. One of our objectives in working together with UDcast was to propose a high performance architecture, enabling the most scalable and transparent file-based application acceleration on the market," said Frank Lyonnet, director product management, Ipanema Technologies.

"UDcast has built on the application of satellite communications to deliver broadband IP with security and speed, and now we have taken that experience and technology innovation to apply it in other networks," said Jas Saini, CEO of UDcast. "Our UDgateway equipped with the newly launched WANcompress technology is an all-in-one appliance applicable in satellite, terrestrial and WiMAX environments to enable growth of innovative IP applications."

In addition to the satellite IP demonstrations of the new UDgateway and WANcompress, Mobile TV solutions at the UDcast booth (621) will include:

- **Launch of the software version of UDcast iSplicer®** - UDcast launches the software version of its innovative iSplicer solution for flexible distribution of Mobile TV and Terrestrial 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. 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.

Additionally, Patrick Grillo of UDcast will discuss the role of satellite in Mobile TV deployments worldwide during a panel session moderated by Christopher Baugh, president of NSR, on Wednesday, February 27 from 3:15 to 4:30 p.m.

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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 Algeria, China, Italy, Korea, Spain and the United States. For more information, visit [www.udcast.com](http://www.udcast.com).

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