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WiMAX Forum Global Congress 2008  
Stand 3.02

## **Acceleration and Primetime TV Give Traction to WiMAX**

*UDcast's UDgateway dramatically improves network throughput and WiMAX TV brings compelling content that will drive WiMAX take-up*

**SOPHIA-ANTIPOLIS, France – JUNE 12, 2008** – UDcast, a leading provider of wireless IP broadcast solutions, announced today that it will launch a solution for the optimization of WiMAX networks and present a live WiMAX TV demonstration at the WiMAX Forum Global Congress 2008, June 17-18 at the RAI Amsterdam.

Visitors to the UDcast stand (3.02) will see two major WiMAX innovations:

- **UDgateway** acceleration of WiMAX applications across networks can double the capacity of WiMAX networks, while improving the response time by up to 25 times. UDgateway boosts the performance of the network and ensures that the wireless link is not a bottleneck.

The UDgateway, which is currently in trials on the network of the French WiMAX operator SHD (Société Haut Débit – joint venture of the French cellular operator SFR and Neuf Cegetel), accelerates data traffic by removing all redundant data transferred across the network. For example, edits to documents are streamlined so that only the changes rather than the entire document are sent across the network, reducing traffic, costs and improving performance.

"IP optimization has become a key necessity of wide area IP networks regardless of the carrier technology," said Jas Saini, UDcast's CEO. "It is even more critical on wireless networks where the infrastructure and operating costs are high and the bandwidth is constrained by the medium. The WiMAX industry needs to anticipate market expectations for low OpEx, good user experience and efficient spectrum usage. The UDgateway technology gives them a leading edge with easy integration within the WiMAX CPE hardware."

- **WiMAX Mobile TV** enables the efficient delivery of high quality and popular TV content, including targeted advertising and interactive content over a WiMAX network. The demonstration will operate on a live WiMAX network provided at the congress by Motorola.

UDcast's WiMAXTV utilizes the emerging broadcast and multicast capabilities of WiMAX technology to broadcast popular TV channels over standard Mobile WiMAX networks. "Primetime TV is a proven driver of consumer take-up and retention and its deployment on WiMAX networks is inevitable," said Saini. "In advanced economies where WiMAX services have to compete with other broadband and wireless offerings, TV is a must. In the developing world, WiMAX is one of the obvious ways to solve the digital divide, and primetime content with high quality of service are an important part of the customers' expectations.. UDcast's WiMAXTV enables this."

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WiMAX operators face not only consumer demand for such services, but TV content providers also insist on a high level of quality – especially given that these services will be either funded by advertisers or by subscription. Delivering video in a unicast mode to large audiences is not feasible. UDcast's WiMAXTV solution enables the broadcast of the most popular content in a predictable, operator-controlled fashion to meet consumer demand and avoid network congestion.

In addition to the demonstrations at the UDcast booth, UDcast's David Richardson, vice president of corporate and business development, will introduce WiMAXTV on the Application Developers Showcase. His presentation is scheduled for June 17 at 3:10 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 the Algeria, China, Italy, Korea, Spain and the United States. For more information, visit [www.udcast.com](http://www.udcast.com).

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