



Press release

EXPWAY's Electronic Service Guide (ESG) Solution Selected By Telecom Italia to Deploy its Mobile TV Service

Paris, Sept. 8, 2006 - EXPWAY, the world's leading provider of content and service management software solutions, proudly announces the deployment by Telecom Italia of FastESG™, its Electronic Service Guide solution for Mobile TV.

Telecom Italia has selected EXPWAY FastESG™ solution to promote the services and contents available on its newly deployed Mobile TV service. This deployment confirms EXPWAY's leadership in the provision of ESG solutions compliant to the DVB IPDC standard over DVB-H networks. Italy is the first country to deploy DVB-H services on a large-scale commercial basis.

By driving subscribers to access, order, view and interact with content relevant to them, EXPWAY FastESG™ platform is at the heart of Telecom Italia's service. The Electronic Service Guide leverages on what is most valuable in a mobile TV service: the content broadcast.

"Telecom Italia was looking for a full-specification ESG, and our FastESG™ solution fulfilled this requirement perfectly," said Antoine Weil, EXPWAY CEO. "We support Telecom Italia Mobile TV services' offering and enable an end-to-end interactive solution from the content provider to the user".

Compliant with the DVB IPDC specifications, the standard for convergence of broadcast and mobile services, EXPWAY FastESG™ solution places the Electronic Service Guide at the crossroad of revenue opportunities for Mobile TV operators. Integrated into the network and into mobile phones, the Electronic Service Guide software solution is the single gateway to enable seamless access to radio and TV channels and on-demand programs over mobile networks.

EXPWAY solution interfaces with conditional access systems, broadcasting transmission equipments, and is integrated into a wide range of consumer electronic devices.

About EXPWAY

EXPWAY is a leading provider of end-to-end content & service management solutions over mobile broadcast, mobile telecom and Broadband IP networks. EXPWAY standard-based software solutions include FastESG™, the ESG solution dedicated to Mobile TV and based on DVB IPDC specifications for DVB-H, FastEPG™, EPG solution dedicated to IPTV and based on DVB-IPTV and TV-Anytime specifications, and interactive Services such as betting, voting and advertising.

FastESG™ was the first DVB IPDC compliant solution ever deployed commercially. EXPWAY solutions interface with multiple CAS and DRM systems and are already deployed or market-tested by Telecom and Broadcast Operators in Italy, France, Germany, Sweden, Japan, as well as integrated by handset, STB and TV set manufacturers worldwide. Founded in 2000, the privately-held company is headquartered in Paris, France. For more information, go to: www.expway.com

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