

## EXPWAY to Power Quantum Pocket TV's ESG

### *Quantum to Integrate EXPWAY BinXML™ Compression Technology into its DVB-H "Pocket TV" Electronic Service Guide*

Barcelona, Spain February 12<sup>th</sup>, 2007 – EXPWAY, the leading provider of Electronic Service Guide solutions, announced today during the 3GSM World Congress, that Quantum, the Italian company leader in multimedia handheld devices for the upcoming mobile entertainment market, has integrated BinXML™, EXPWAY Data Compression Technology into the electronic service guide developed for the world's first DVB-H non connected device, DVB-H "Pocket TV". The Pocket TVs will first be available in Italy where several operators have already started providing DVB-H commercial services (Digital Video Broadcasting – Handheld, a world standard for the transmission of TV programs and digital files over mobile networks).

EXPWAY BinXML™ is a software tool which enables the encoding and decoding of XML messages in a binary form in a compliant way to the BiM format (Binary Encoding format for XML data). It provides a number of advanced features such as compression and parsing efficiency to improve data transmission and processing performances over a complete system. This flexible solution can be integrated with EXPWAY FastESG™ Client software as with any other ESG compliant with the DVB-H standard.

With BinXML™, rich content on an electronic service guide is transmitted and displayed faster and better for improved service. BinXML™ also uses about 10 times less bandwidth than standard XML parsers and saves infrastructure costs.

Quantum's DVB-H Pocket TV, the world's first non-connected DVB-H device in a stylish and lightweight enclosure with a 4.3" display, introduces the concept of Personal TV: a mobile device that makes it simple to enjoy your favourite video entertainment anywhere and anytime.

"Today's announcement underscores how EXPWAY cutting-edge BinXML™ solution can be seamlessly integrated into DVB-H non-connected mobile devices, a promising market segment pioneered by Quantum," said Nicolas Andrieu, EXPWAY Sales Director, Europe, Middle-East & Africa. "We are very happy to partner with Quantum, whose innovative efforts help foster the widespread deployment of DVB-H services," he added.

"We were very happy to team up with EXPWAY" adds Stefano Martini, Quantum Chief Executive Officer, "EXPWAY BinXML™ technology easily integrated in our Pocket TV allowed Quantum to be interoperable with most leading mobile operators that have deployed DVB-H IPDC services".

**About EXPWAY**

*EXPWAY is the leading provider of Electronic Service Guides for rich content offered over mobile, broadband and broadcast networks. EXPWAY FastESG™ (Electronic Service Guide for mobile) and FastEPG™ (Electronic Program Guide for IPTV and broadcast) enable Operators to leverage their deployments and differentiate their service offerings. The company draws its expertise from its pioneering metadata technology and its active involvement in the TV-Anytime, DVB and ARIB standards. EXPWAY solutions are deployed today in Italy, France, Germany and Japan. Founded in 2000, the privately-held company is headquartered in Paris, France. For more information: [www.expway.com](http://www.expway.com).*

**About Quantum**

*Founded in 2005 with the mission to develop, market and sell multimedia digital solutions for the up-coming mobile entertainment market. In the Milan Headquarters Quantum has rebuilt the team that had been working on digital TV, content delivery and related technologies since the beginning of the digital standards in Italy in the early 90's. The company aims to release high quality and reliable products to the automotive industry as well as to end-to-end solutions to Mobile Media Companies with a Specific focus to innovative handheld devices for the mobile 'Personal TV' experience. Quantum has developed Intellectual property rights in DVB-T, DVB-H, DVB-S and IPV technologies with a specific focus on Encryption systems for Pay TV applications. The Quantum Pocket TV QTM 1000 has set the reference for handled DVB-H non-connected devices. For more information: [www.qtm.it](http://www.qtm.it)*

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