



Press release

## **Expway's Electronic Service Guide (ESG) Solution selected by Hiwire and RRD for the Hiwire Mobile TV trial in Las Vegas.**

Paris, June 19, 2007 - Expway, the world's leading provider of Mobile TV content and service management software, proudly announces that Hiwire LCC and Reti Radiotelevisive Digitali (RRD) has selected Expway FastESG™ for the Hiwire Mobile TV launch in Las Vegas.

Expway FastESG™ solution enables the promotion of services and contents available on the newly deployed Hiwire Mobile TV network. This deployment confirms Expway's leadership position in DVB-H standard-based ESG. Italy was the first country to deploy DVB-H services on a large scale and Expway FastESG™ has been retained by all the major Italian operators.

The Hiwire trial will take place in Las Vegas and a major Wireless Carrier will be participating to the consumer trial. RRD is the platform provider retained by Hiwire for deploying its DVB-H trial that comprises SES Americom for network infrastructure and satellite links, LG Electronic for DVB-H phones, and Expway for the ESG.

"Hiwire was looking for a standard-based features rich ESG solution; FastESG™ fulfills perfectly this requirement as it has been deployed in Italy within hundreds of thousands of customers" said Antoine Weil Expway CEO.

FastESG™ is a strategic application that promotes contents and services to end-users and drives them to order, watch and consume contents. The Electronic Service Guide leverages the most valuable asset in a mobile TV service: the broadcast content.

"Expway will also be offering to Hiwire its next generation platform FastESG v3 that allow Interactive services, Datacasting & Advertising" added Antoine Weil. "I am thrilled by what Expway enables us to do" said Scott Wills Hiwire CEO. "Hiwire can offer advanced Mobile TV services and roll out a national network that allows localisation. We will be able to offer in each US region a bundle of national and local channels. This is a compelling offer for Mobile TV!"

FastESG™ is compliant with the DVB-H IPDC and OMA B-CAST, 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, FastESG™ is the gateway that enables seamless access to radio, TV channels and on-demand programs.

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

### **About Hiwire™**

Hiwire is a subsidiary of Aloha Partners, which is focused on Aloha' mobile TV trials. Hiwire will deploy a high-resolution, broadcast network and deliver 12 MHz of television, music, datacasting and interactive entertainment services. Hiwire will operate its mobile media broadcast network for use by wireless carriers and consumer electronic device makers, offering a cost effective way for them to deliver high-quality branded entertainment content to their mobile subscribers. Hiwire will use Aloha's 700 MHz spectrum on UHF channels 54 and 59. 700 MHz spectrum is considered the optimal spectrum to use for mobile TV applications because of its superior in-building penetration and its ability to cover large areas.

**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](http://www.expway.com)

**About RRD**

Active in all segments of the Mobile TV supply chain, RRD played an integral role in the launch of the world's first commercial DVB-H Mobile TV service, for Italian mobile operator 3. Additionally, RRD was first to propose a unique DVB-H Service Centre capable of managing the convergence between broadcast and mobile. Committed to continuous innovation, RRD collaborates with the leading players in the Mobile TV field and is in a position to offer fully integrated systems, compatible with every part of the supply chain, from content providers to handset manufacturers. RRD is a member of the DVB consortium, BMCO Forum and the Mobile DTV Alliance, RRD aims to open markets and to create new opportunities. For further information, please visit RRD Corporate web site [www.rrd.tv](http://www.rrd.tv).

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