



EXPWAY announces Collaborative DVB-H Mobile TV Demonstration at IBC2007 with HARRIS Corporation

AMSTERDAM, Netherlands, September 8, 2007 — EXPWAY, the leading provider of content-rich Electronic Service Guide (ESG) solutions collaborates with HARRIS in order to demonstrate a fully integrated DVB-H Mobile TV solution for service providers.

FastESG™ V3.0 is the new multi-operators ESG architecture, 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™ V3.0 is the gateway that enables seamless access to radio, TV channels and on-demand programs, datacasting, advertising & interactive services.

The Atlas™ DVB-H transmitter display features the Expway FastESG™, a highly robust electronic service guide that is a gateway for seamless access to Mobile TV and digital audio channels, as well as video-on-demand programming and interactive services. Harris and Expway recently signed an agreement to work together to supply a collaborative DVB-H Mobile TV transmission solution.

"We are thrilled to announce our technology alliance with Harris to develop a collaborative DVB-H solution to provide Mobile TV content to consumers," said Antoine Weil, chief executive officer of Expway. "The Expway FastESG™ electronic service guide enables Mobile TV broadcasters to expand and differentiate their service offerings and effectively promote their brands. We look forward to working with Harris, a worldwide leader in Mobile TV and transmission solutions, on a collaborative DVB-H solution for Mobile TV."

The complete demonstration features Envivio® MPEG-2 and H.264 encoding hardware and an UDCast™ IP encapsulator. The demo will mimic a deployed solution where Envivio® encoded video content and Expway encoded data content is sent to the UDCast™ IP encapsulator separately and multiplexed into a single transport stream. The Harris® Atlas™ DVB-H transmitter will then provide the broadcast-quality video and audio to LG Electronic mobile handsets at the booth.

The Expway FastESG™ electronic service guide enables revenue opportunities for Mobile TV operators, offering interactive capabilities such as advertising, click-on-banners, video and music clips datacasting, voting, betting and advanced features not unlike what digital cable, satellite and IPTV consumers experience at home. Visitors to the stand can control the Expway FastESG™ to navigate program listings on mobile receivers and learn about search functions, real-time schedule updates and other features.

"Harris is pleased to collaborate with Expway, Envivio, and UDCast at IBC, and to announce an official technology alliance with Expway as we continue to grow and refine our range of DVB-H transmission solutions for Mobile TV," said Tim Thorsteinson, president of Harris Broadcast Communications. "The European Commission's recent endorsement of DVB-H as the preferred standard for Mobile TV delivery in Europe has accelerated the decision making process for telcos, broadcasters and other service providers who plan to roll out Mobile TV services in the coming months and years. We expect to continue our collaborative efforts with these technology leaders moving forward."

The DVB-H standard was born from the European DVB-T standard for digital terrestrial TV transmission. It allows simultaneous transmission of multichannel television, radio, video, audio and IP data to a range of multimedia receivers including cellular phones, PDAs, PCs and other handheld devices. DVB-H uses MPEG-4/H.264 AVC, Windows® Media 9, and other advanced video coding and bandwidth-efficient compression technologies to provide high-quality services to handheld devices.



The Atlas™ DVB-H transmitter is part of the transmission offerings in the Harris Broadcast Communications ONE initiative to deliver interoperable workflow solutions that span the entire broadcast delivery chain. The unique Harris approach brings together highly integrated and cost-effective products that are ideal for emerging media business models and for customers upgrading media operations to digital and high-definition services.

About Expway

Expway is a leading provider of end-to-end TV related content & service management solutions over mobile broadcast, mobile telecom and Broadband IP networks. Expway solutions include FastESG™, a Mobile TV ESG solution based on DVB IPDC standard for DVB-H. FastESG™ has been successfully deployed in Italy (TIM, Vodafone, H3G) and in the Philippines with SMART. Expway also offers FastEPG™ an interactive IPTV solution based on DVB-IPTV and TV-Anytime specifications, that has been deployed in Japan with NTT. Founded in 2000, the privately-held company is headquartered in Paris, France. For more information, visit us: www.expway.com

About Harris Corporation

Harris is an international communications and information technology company serving government and commercial markets in more than 150 countries. Headquartered in Melbourne, Florida, the company has annual revenue of over \$4 billion and 16,000 employees — including nearly 7,000 engineers and scientists. Harris is dedicated to developing best-in-class *assured communications*™ products, systems, and services. Additional information about Harris Corporation is available at www.harris.com.

Contact Information:

EXPWAY

For more information, <http://expway.com/information.php> or visit us: www.expway.com

FastESG is a trademark of Expway.

Envivio is a registered trademark of Envivio Inc.

UDcast is a trademark of UDcast SA.

Windows is a registered trademark of Microsoft Corporation in the United States and other countries.