



Press Release

EXPWAY's FastESG™ 3.0 platform extended with support for OMA-BCAST

Amsterdam (Netherlands), September 7, 2007 — EXPWAY, a leading provider of advanced Mobile TV technology, today announced the release of its new OMA-BCAST compliant Mobile TV solution.

EXPWAY releases the latest version of its Electronic Service Guide product, FastESG™ 3.0, extended to support the OMA-BCAST standard.

Expway is committed to keeping ahead of the market by anticipating industry issues such as interoperability. The company recognized the key significance of the OMA-BCAST standard and geared solution development to support OMA-BCAST on both the server and terminal end.

Mr. Antoine Weil, CEO at EXPWAY, comments: "We are proud to announce the extension of our solution to the new OMA-BCAST standard. This is a clear signal of EXPWAY's commitment to market interoperability. The Italian market, where 8 different DVB-H handsets are working with our solution, bears witness to this. We will continue to allocate sizeable resources to further extend interoperability. We are also working on compelling advanced services for Mobile TV by offering solutions over MBMS and WIMAX networks."

EXPWAY's solution allows end-users to explore, find, select, access and watch their content. It offers exciting opportunities for users to interact and play with their favorite programs and discover additional, related information.

The FastESG™ 3.0 solution features three packages:

- **FastESG™ Mobile TV Platform Version 3.0** is a complete solution for creating, aggregating and delivering advanced Mobile TV services. It offers Content Providers, Commercial Operators, Network Operators and Broadcast Operators a global Mobile TV Service management platform.

- **FastESG™ Mobile TV Engine Version 3.0** is an integrated software solution for CE Device Manufacturers (cell phones, PDAs, smartphones, game consoles, in-car entertainment systems, etc.), Chipset Manufacturers, Middleware Providers and VM Vendors.

- **FastESG™ Mobile TV Lab Kit Version 3.0** is a platform for testing and prototyping advanced mobile TV services across the delivery chain, from Content Provider to end-user. It is the perfect solution for Content Providers, Broadcast operators, Telco operators, Integrators, CE Device Manufacturers and Chipset Manufacturers wishing to try out and test value-added services.

This version vastly expands the functionality of the solution, which has been enriched through EXPWAY's experience and direct involvement in the first Mobile TV deployments worldwide. Other key features:



- **Content-Rich Electronic Service Guides** that allow subscribers to find, access and watch their favorite content, in a multi-operator environment, over broadcast and cellular networks
- **Efficient Content and Data Casting** that satisfies end-user needs for ubiquity, allowing them to receive and consume content anytime, anywhere
- **Innovative Interactive Services** that allow subscribers to play their programs and interact with their content and their community
- **Context-Sensitive and Targeted Advertising** that allows operators to better monetize their advertising space

About EXPWAY

EXPWAY was created in 2000 and is headquartered in Paris (France). The company will be attending IBC, the content creation, management and delivery trade show, from September 7 to 11, 2007 in Amsterdam, Netherlands (EXPWAY, Mobile Zone Hall 12, Booth 385).

EXPWAY is recognized as the leading provider of content-rich Electronic Service Guide (ESG) solutions delivered over cellular, broadband and broadcast networks. EXPWAY's solutions allow Operators and Broadcasters to provide compelling mobile TV and IPTV services to their customers, generating ARPU growth. EXPWAY derives its technological leadership from its ongoing work on standardization and a strong focus on innovation. EXPWAY solutions have been deployed by leading Broadcasters and Operators in Italy (TIM, H3G, Vodafone), Japan (NTT) and the Philippines (PMSI) and by major manufacturers currently providing services to more than one million users.

For more information please fill in a request form on: <http://expway.com/information.php> or visit us: www.expway.com