



EXPWAY and RRD Broadcast at IBC 2007

the first convergent OMA BCAST and IPDC Service Guide

Amsterdam (Netherlands), September 7, 2007 — EXPWAY, the biggest brand in the Electronic Service Guide Server applications and RRD, the world's first DVB-H service integrator announced today a partnership to broadcast at IBC 2007 on Channel 28 the first fully compliant OMA BCAST ERP and IPDC ESG over a single bootstrapping mechanism on the same Transport Stream.

This demonstration available all over the Amsterdam RAI Exhibition ground will allow DVB-IPDC or OMA BCAST compliant handsets to access the mobile television service.

EXPWAY FastESG™ solution enables the promotion of services and contents available on most of the worldwide Mobile TV networks. This new achievement confirms EXPWAY's and RRD's leadership position in DVB-H standard-based ESG and Broadcasting Platforms. 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.

RRD provides extended support service to 3 Italia and hosts, operates and maintains DVB-H activity. In addition RRD provided the design, planning and deployment of the nationwide DVB-H network with coverage for 40 million people in Italy or 75% of the Italian population. According to 3 Italia latest announcements, more than 700 thousands customers throughout Italy are using Mobile TV, powered by the RRD service, since one year from its launch.

"RRD is committed to creating an integrated network that produces the best MobileTV experience for users and operators," said Alfeo Pareschi, Business Development Director, RRD. "With increased users and terminal usage of Mobile TV, we needed to support a large selection of terminals from different vendors and we have acknowledged that Expway provides the greatest degree of interoperability and standard compliance in the market."

"EXPWAY is pleased to support RRD by providing its ESG server compliant with both IPDC and OMA BCAST standards" said Mr. Antoine Weil, CEO of EXPWAY. "By partnering with best in class companies in their field, EXPWAY reaffirms its strong commitment to interoperability initiatives worldwide."



FOR FURTHER INFORMATION, PLEASE CONTACT

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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.

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 TVAnytime 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 privatelyheld company is headquartered in Paris, France. For more information, go to: www.expway.com.