



EXPWAY announces collaboration with MtekVision Canada and showcase Picture In Picture on DVB-H/T Mobile TV prototype device at IBC 2008

Amsterdam (Netherlands), September 12th, 2008 — EXPWAY, the leading provider of Electronic Service Guide (ESG) solutions collaborates with MtekVision Canada (MTC) and demonstrates a fully integrated Mobile TV platform for terminal manufacturers.

This demonstration presented at EXPWAY & MtekVision Canada (MTC) Booth # 386-387, Hall 12 of the RAI Exhibition Center, showcases a one-stop Mobile TV solution integrating EXPWAY FastESG™ OMA B-Cast edition running on MtekVision Canada Media Processor Maple-3™.

The objective of this demonstration is to mimic a co-developed DVB-H/T solution displaying Mobile TV channels & services (videos, ...) and PIP (Picture In Picture) mode.

EXPWAY FastESG™ solution enables the promotion of services and contents available on most of the worldwide Mobile TV networks by placing the Electronic Service Guide at the cross road of revenue opportunities for Mobile TV players. Integrated in the networks and in mobile phones, FastESG™ is the gateway that enables seamless access, search and consumption of TV Channels, radio, on-demand programs, datacasting, advertising and interactive services.

MtekVision Canada(MTC) is recognized by its customers for delivering small footprint, low power, cost competitive programmable multimedia processors for portable consumer market segments. Its family of "Maple" media processors when combined with MTC's industry leading MMP Software Platform enables MTC's customers to get to market faster with the latest in multimedia applications.

Besides providing the latest value-added features for mobile phones MTC is also investing in providing pre-integrated system solutions for emerging market segments like mobile TV with early production successes in DMB and ISDB-T markets and expectations of similar success in the combined DVB-H and DVB-T markets in the near future.

"We are proud to announce this technological alliance with MtekVision Canada and to demonstrate a fully integrated Mobile TV platform targeting mobile/PMP/PND market segments. By offering this bundled platform approach, EXPWAY is targeting with MtekVision Canada all handset manufacturers in their DVB-H/T projects now in order to be ready for mass production terminals early 2009." said Jean-Paul Pincon, Handset Sales Director from EXPWAY.



“MTC is fortunate to be able to offer its customers a pre-integrated and optimized solution with Expway’s ESG engine and is looking forward to a growing solutions partnership with Expway.” Said Simon Morris, CEO of MTC.

“EXPWAY is pleased to support MtekVision Canada by providing its ESG stack compliant with OMA BCAST standard” said Nicolas Andrieu, VP Sales at EXPWAY. “By partnering with leading companies in terminal ecosystem, EXPWAY reaffirms its strong commitment to offer its engine stacks capabilities on both, server and terminal side.”

FOR FURTHER INFORMATION, PLEASE CONTACT

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About MtekVision

MtekVision Canada (MTC) is a wholly owned subsidiary of MtekVision Corp Ltd of S Korea and is responsible for the development of the programmable multimedia processor product family called Maple as well as its comprehensive multimedia software platform.

MtekVision Co. Ltd is a world leading solution provider in the design and manufacture of innovative imaging and multimedia device IC solutions for mobile and portable devices. MtekVision has been delivering leading edge performance solutions for the full range of mobile and portable devices including mobile phones, mobile TV phones, smart phones, PDAs, MP3 players and voice recorders since 1999. MtekVision provides an optimized system solution delivering complete System-on-Chip and programmable software platforms. MtekVision has become Korea's largest fabless semiconductor company with its solutions adopted by over 700 end-products.

Founded in 1999, MtekVision Co. Ltd. is headquartered in Seoul, Korea, with sales support offices world-wide. MtekVision is a publicly held company trading on S Korea KOSDAQ(074000) under symbol “074000.KQ”

About Expway

EXPWAY is the leading provider of Mobile TV and Video Data solutions delivered over broadcast, cellular, broadband and satellite networks.

EXPWAY’s solutions allow Operators, Broadcasters and Manufacturers to deploy, monitor and manage compelling interactive services to their customers such as Mobile TV services, On-demand Music or Automotive Infotainment generating significant sales growth.

EXPWAY has built up its recognized technical leadership thanks to a constant involvement in standardization and a strong focus on innovation.

EXPWAY carrier-grade solutions have been deployed since 2006 by leading Broadcasters and Operators in Italy (TiM, H3G, Vodafone), Japan (NTT), the Philippines (PMSI) and by major manufacturers (LGE, Samsung, Sagem, Quantum, Sumiden, MP3Car). EXPWAY is helping customer to deploy new services in Eastern Europe (Vimpelcom), Middle-East (Mobision), Asia (M-One) and USA (ICO).

Founded in 2000, the privately held company is headquartered in Paris, France.

For more information, go to: www.expway.com