



## NEWS RELEASE

### Expway Broadens Reach at the NAB Show with its Mobile DTV Service Guide and Helps Broadcasters Engage and Monetize Their Mobile DTV Audience

Press Release, 16<sup>th</sup> April, 2009

Expway announces today that it powers more than 12 Mobile DTV booths at NAB'09, in Las Vegas, Nevada, with its FastESG™ ATSC-MH Service Guide solution.

FastESG™ ATSC-MH edition, compliant with the new A\153 ATSC-MH standard, is shown notably by the Mobile 360 alliance led by Sinclair Broadcast Group on the ATSC Mobile DTV Pavilion (C8546). *"This is a tremendous success for us and it signals recognition of our technical leadership on this new standard,"* says Thierry Sergent, CEO of Expway. FastESG™ is the first Mobile TV Service Guide ever deployed, and it has now been implemented and tested on every continent. Continuously improved since its launch in 2006, it now offers compelling services and delivers proven efficiency and reliability to Expway's customers.

FastESG™, which will be demonstrated at the Expway booth (C8546-O), allows delivery of essential services such as the Program Guide or Logos, but it includes a wider range of compelling services for mobile audiences. Music & Video Clip downloads, Weather forecasts, News reports and Sport statistics can now feed into devices and capture audiences. More notably, it allows these new audiences to be monetized using advertising capabilities. *"We are proud to release the ATSC-MH Edition of our award-winning product FastESG™,"* says Claude Seyrat, Ph.D., VP Marketing at Expway. *"Mobile DTV is a unique opportunity for broadcasters and we are pleased to help them leverage their airwaves with a new range of engaging mobile TV services",* he adds.

FastESG™ implements the complete Signaling and Announcement Service Guide specification and interfaces with major head-end solution from Axcera, Harmonic and Rohde & Schwarz. *"Broadcasters are looking for a solution that is reliable, independent and strictly compliant with the standard. I think people are wary of being locked in to a proprietary "black box" ATSC-MH solution,"* says Mr. Seyrat. *"At Expway, we have always been very strict regarding compliance to standards and we will continue our interoperability test campaigns... for the benefit of our customers, who want to launch their Mobile DTV services soon,"* he concludes.

The Expway FastESG™ solution is proposed hand-in-hand with FastCollection™, its sister solution for monitoring Mobile DTV usage. FastCollection™ was released last fall as the first worldwide audience measurement and usage monitoring solution dedicated to Mobile TV. The solution helps broadcasters to understand their audience and, as a consequence, to adapt their content offerings. *"We know that the mobile audience has new consumption habits that are quickly evolving. We consider it crucial to provide a precise, fine-grain tool that allows optimized monetization of this new audience,"* adds Mr. Seyrat.

If you want an inside look at Expway's Mobile DTV solutions, be sure to visit Expway at the NAB exhibition in Las Vegas, Nevada, USA, at the Expway demonstration booth (ATSC Mobile DTV Pavilion, booth#C8546-O) or at one of Expway's many partner booths.



## **About Expway**

EXPWAY is the world leader in Mobile TV and Mobile Video solutions for broadcast, telecom and satellite networks. Expway solutions allow operators and broadcasters to deliver compelling video services to their customers such as Live and Interactive Mobile TV, Mobile TV Advertisements, Video-on-Demand and Datacasting applications. Expway's solutions offer new opportunities for users to interact and play with their favorite content and discover additional, related content. For more information, please visit <http://www.expway.com>.

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