



## MOBILE TV SEMINAR

Madrid, Wednesday the 7th of November 2007



### - Maximizing Mobile TV revenues

Nagravision Mobile TV solution supports all broadcast Mobile TV networks such as DVB-H, MediaFLO, DVB-SH, DMB, STIMI, and MBMS

World's First Fully Compliant OMA BCAST Smartcard Profile Solution Supporting both DVB SimulCrypt and ISMACryp => Nagravision is now offering a comprehensive solution suite supporting both OMA BCAST Smartcard profile and DVB Open Security Framework standards.

Nagravision Mobile TV Service Protection System integrated in Alcatel-Lucent Mobile Interactive TV platform for DVB-H and DVB-SH

And also....

- Conditional Access for secure access to services
- DRM for downloaded and recorded content
- Content Management
- Interactive applications
- Multistandard client and server-side DRM solutions
- All-in-one and centralized Content Management

### About the Kudelski Group/Nagravision

The Kudelski Group (SWX: KUD.VX), is a world leader in digital security. Its technologies are used in a wide range of applications requiring access control and rights management, whether for securing transfer of information (digital television, broadband Internet, video-on-demand, interactive applications, etc.) or to control and manage access of people or vehicles to sites and events. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit [www.nagra.com](http://www.nagra.com) for more information.

Nagravision, a Kudelski Group company, is the world's leading independent supplier of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its technologies are currently being used by more than 100 leading Pay-TV operators worldwide securing content delivered to over 77,5 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

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**EXPWAY**  
MAKING XML EFFICIENT™

### - Electronic Service Guides and its advanced interactivity and Datacasting solution

EXPWAY, the world leading provider of Electronic Service Guides, will present its FastESG™ V3 - MobileTV Platform dedicated to Mobile Network and Broadcast Operators deploying MobileTV services over either the Broadcast (DVB-H) or the Cellular network (3G).

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. EXPWAY's solutions allow end-users to explore, find, select, access and watch their content. They offer exciting opportunities for users to interact and play with their favorite programs and discover additional, related information. EXPWAY provides end-to-end solutions ranging from platforms for operators and broadcasters, to software engines for device manufacturers. To pre-package its solutions, EXPWAY works closely with leading providers of Conditional Access Systems (CAS), Digital Right Management systems (DRM), Head-End Systems, Video Encoders and Decoders, and Graphical User Engines. EXPWAY's solutions are fully compliant with international Mobile TV such as DVB, OMA and 3GPP.

#### 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](http://www.expway.com)

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### - Maximizing Mobile TV Revenues with convergent applications

Demonstrating its unremitting commitment to empower a converged IP world, Envivio Inc. will present its third generation 4Caster™ M2 mobile TV encoding system. The 4Caster M2, is the world's only multi-rate, multi-resolution and multi-standard encoder that outputs eight simultaneous profiles, now includes an impressive list of new features such as IP statistical multiplexing, WM9 support, IP input and DRM integration capabilities.

Currently, Envivio has the largest number of mobile video headend deployments with more than 2,000 encoders sold to over 100 Tier 1 and Tier 2 operators. In 2007, the company's success in the area of mobile video was recognized by the world-renowned telecommunications industry analyst firm Frost & Sullivan, who awarded Envivio both the Frost and Sullivan Product Innovation award for the 4Caster M2 mobile TV encoder as well as the Entrepreneurial Company of the Year award for the world digital media infrastructure market.

### About Envivio :

Envivio Inc. is the leader in IP video convergence solutions that make IP video a reality over any type of network and to any multimedia device—from 3G to xDSL and from mobile TV to HDTV.

Supporting a wide range of network protocols, resolutions, codecs, bit rates and devices, Envivio is the only company to offer IP video convergence solutions that deliver industry leading video quality at the lowest bit rate for mobile TV, IPTV, Internet TV and broadcast services. Telcos, ISPs, broadcasters, cable operators and enterprises worldwide can use Envivio® solutions to reduce their operational costs while offering subscribers compelling video services anytime and anywhere. Visit [www.envivio.com](http://www.envivio.com) for more information.

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## MOBILE TV SEMINAR

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- **IP encapsulation of the media**
- **Local content distribution**

UDcast, leader in DVB-H **IP encapsulation**, will present its DVB-H compliant IP encapsulator (IPE) centerpiece in the end-to-end solution for the datacasting of IPTV over DVB-H networks.

UDcast's IPE enables the encapsulation of video and audio sources and its multicasting over the DVB-H network to handheld devices. The IPE is present in commercial Mobile TV service in Finland, Italy, Vietnam, Philippines as well 70 percent of current DVB-H trials.

UDcast will also present new generation of DVB-H network infrastructure enabling operators to increase the number of broadcasted TV channels by up to 40 percent and improve the quality of reception with a set of monitoring tools.

The iSplicer is a low cost, revenue generating satellite distribution system that allows differentiated mobile TV content to be delivered to thousands of broadcast towers. It allows mobile TV broadcasters to direct advertising to specific audiences or regions. The iSplicer is now in trials in Europe, the U.S. and Asia, with service providers that include Globecast and Abertis.

UDcast also provides **test lab kit and training on DVB-H**

### **About UDcast :**

UDcast is a leading provider of IP over broadcast media, focusing on IPTV to the mobile DVB-H solutions as well as satellite-aware enterprise networking solutions. UDcast provides DVB-H standard compliant solutions for the delivery of IPTV to mobile devices. In addition, UDcast provides satellite aware IP appliances that bring terrestriallike performances and security to broadband satellite links. UDcast's feature rich solutions enable broadcasters, operators and satellite service providers to deliver revenue-generating value added services that meet enterprise and consumer needs. The company was recently recognized by Red Herring as one of the top 100 private European companies that are driving the future of technology in the 2007 Red Herring 100 Europe list. Founded in 2000, UDcast maintains its global headquarters in Sophia Antipolis, France. For more information, visit [www.udcast.com](http://www.udcast.com).

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**- From DTT to full multi service networks with full QoS, maximum capacity utilization and independence from GPS-clocks.**

Net Insight delivers the worlds most efficient and scaleable optical transport solution for Broadcast and Media, Digital Terrestrial TV, Mobile TV and IPTV/CATV networks. Net Insight has won 12 out of 14 DTT contracts during the last months. Net Insight's presentation will focus on how to build DTT/multi service networks with full QoS, maximum capacity utilization and independence from GPS-clocks.

### **About Net Insight**

Net Insight delivers the world's most efficient and scaleable optical transport solution for Broadcast and Media, Digital Terrestrial TV, Mobile TV and IPTV/CATV networks.

Net Insight products truly deliver 100 percent Quality of Service with three times improvement in utilization of bandwidth for a converged transport infrastructure. Net Insight's Nimbra™ platform is the industry solution for video, voice and data, reducing operational costs by 50 percent and enhancing competitiveness in delivery of existing and new media services.

World class customers run mission critical video services over Net Insight products for more than 100 million people in more than 25 countries. Net Insight is quoted on the Stockholm Stock Exchange. For more information, visit [www.netinsight.net](http://www.netinsight.net)

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### **- DVB-T and DVB-H network planning**

1) DVB-H Networks, Planning DVB-H networks with ICS telecom: Macro-cell, Micro-cell and convergence with 2G/3G...!

ICS telecom can address the problem of efficient planning of DVB-H networks. It can not only be used on macro-scale DVB-H planning and its analysis on the geo-marketing point of view, but also integrates methodologies for deep-indoor network densification, at the address level! All aspects can be covered :

- \* Defining the coverage model.
- \* Enhancing the business model according to technical inputs.
- \* Analyzing the impact of the integration of a DVB-H service in the existing spectrum, as well as checking the COFDM interference areas for SFN networks.

2) SISTEMA DE INFORMACIÓN WEB DE PLANIFICACIÓN RADIO: ICSONLINE

ATDI ICSONline Release 2.0 is a Wireless - Wireline web based information tool to support the Marketer, Front liner, Call Center, O&M, Planners etc. in providing the wireless service coverage to the customers. The main features are :

- Web Based Intranet application - accesible from anywhere, anytime as long as connected to Intranet
- Coverage Display according to service ( Tetra, WiBro, DVB-T, DBV-H, GSM. 3G....)
- Address Query based on street number, street name, city, province (handles misspellings)
- Coverage Provisioning Report at the center point of the map
- Administrative Report gathers all the administrative info such as the LAC, Homezone, etc
- Base Station information such as Best server, Traffic Loading, Capacity info, No of Customer etc
- Distance Calculator between two points on the map
- Map display: Pan, Zoom in / out, Change map scale
- Coordinate display and coordinate converter
- Wireline info displayed on the map (DP,DDP,DSLAM,etc)

Para más informaciones: [www.atdi.es](http://www.atdi.es)

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- **Flexible solutions for signal transmission**
- **DVB-T/H reception coverage and ASI signal analysis**
- **Control of broadcasted signal & sites**

DVB-H signal expertise:

NAVIGATOR mobile measuring solutions integrate a DVB-H receiver as well as a GPS receiver. This enables them to measure DVB-H coverage areas both indoors and outdoors.

Complete with battery, hard disk and front panel display, all measurements carried out automatically are saved in the device and are visible for the technician who does the measuring campaign. The measurements carried out can then be exported to cartographic plotting software (Google Earth, Map Point, ...), which enables, at a glance, to view good reception areas and shadow areas.

Remote monitoring of DVB-H signal continuity and quality:

Installed in the broadcasting area, each GOLDENEAGLE is equipped with a DVB-H/T receiver, which enables the quality and continuity of broadcast signals to be measured. The device notifies any signal abnormality by sending alarms to the experts. Depending on versions, either RF parameters (and particularly MIP and the impulse response for SFN broadcasting), MPEG parameters, or both are monitored.

The GOLDENEAGLES can be configured remotely via TCP/IP and the Broadcast MANAGER software enables equipment making up the network to be remotely managed: cartographic plotting enabling GOLDENEAGLE transmitters to be localised, user management, alarm management, etc).

DVB-H signal broadcasting and transmission:

To complete its range, Audemat-Aztec proposes a wide display of transmitters, re-transmitters, transposers, SFN Gapfillers and EMAA isofrequency Gapfillers. An MIP inserter and a Switch now complete the transmitter range.

Audemat-Aztec references:

Present in more than 40 countries through a large distribution, the company has been represented in USA for 6 years via its subsidiary, Audemat-Aztec Inc.

Today's main DVB clients are: National Grid in UK, Telena and TIM in Italy, Vcom and Modeo and Motorola in the USA, The Bridge in Australia, Towercast, Antalis TV, UDcast, the CSA and ANF in France, ABERTIS Telecom in Spain, BMVIT in Austria.

Audemat-Aztec is also partner in the India Mobile TV pilot with the Indian National Television Broadcaster Doordarshan.



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### About Audemat-Aztec:

Audemat-Aztec (<http://www.audemat-aztec.com>) is a world-wide pioneer in the development and manufacturing of high technological equipment for TV and radio broadcasting networks (DVB-T/H transmission, mobile DVB-T/H signal measuring and expertise and remote monitoring of DVB-T/H signal continuity and quality)

Audemat-Aztec can supply a comprehensive range of devices for mobile and remote monitoring in Radio and TV, remote transmitting in TV as well as encoding RDS.

Audemat-Aztec's headquarters are in Bordeaux-Merignac.

Audemat-Aztec is also represented in USA via its subsidiary, Audemat-Aztec Inc. located in Miami, Florida.

Audemat-Aztec has won a total of 10 awards for 6 years in a row at NAB.

Audemat-Aztec is quality certified by BVQI ISO 9001.

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### About ACTUONDA

Actuonda is a company dedicated to support sales activities of innovative broadcast companies on Spanish and Portuguese markets.

In close and permanent contact with the major actors of the Iberian broadcast market, Actuonda has good connections and extensive business experience with most regulation authorities, national and regional radio and TV broadcasters, network operators, technology suppliers and system integrators.

Actuonda aims to guide final customers into their choice of broadcast solutions in the fields of digital TV and mobile TV especially, offering technical presentation on site, supporting equipment validation and purchase process up to the deployment of the solution in close collaboration with the suppliers.

For more information, visit [www.actuonda.com](http://www.actuonda.com)

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