

## **DIGITAL TV & MOBILE TV SEMINAR**

**Lisbon, Wednesday the 28th of March 2007**



### **- Complete and secure conditional access system**

Nagravision's access rights system guarantees secure access to mobile TV channels for people wishing to watch TV using their mobiles.

Nagra Mobile TV offers protection on broadcast DVB-H, MediaFLO and DMB networks.

- Conditional Access for secure access to services
- DRM for downloaded and recorded content
- Content Management
- Interactive applications

Nagra Mobile Media for mobile networks :

- Multistandard client and server-side DRM solutions
- All-in-one and centralized Content Management

The DVB-H mobile TV service is based on the Open Security Framework standard, using DVB Simulcrypt compliant interface to insure interoperability. The solution allows a variety of business models - from subscription TV and pay-per-view to offline business models - which do not require handset-server interaction to acquire content rights.

Offline business models are ideal for pay-per-time and mass-audience impulsive pay-per-view events, such a football game pay-per-view. They allow millions of users to acquire their access rights within seconds without overloading the mobile network and security servers, for the best user experience.

### **About NagraVision :**

Nagravision ([www.nagravision.com](http://www.nagravision.com)), 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 66 million active smart cards and devices.

### **Contacts:**

Nicolas CHEVALIER (Speaker)  
Head of Product Marketing Mobile TV  
Tel : +33. 1. 70. 71. 62. 78  
Mail: [nicolas.chevalier@nagra.com](mailto:nicolas.chevalier@nagra.com)

Xavier FUSTAGERAS (Speaker)  
Head of Business Development Iberica  
Tel : + 34 91 590 39 50  
Mail: [xavier.fustageras@nagra.com](mailto:xavier.fustageras@nagra.com)

Ivan SCHNIDER  
Marketing & Communications Manager  
Tel. +41 21 732 09 40  
Mail: [ivan.schnider@nagra.com](mailto:ivan.schnider@nagra.com)

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- **Encoding high quality audio and video form contribution to distribution**
- **Maximizing Mobile TV Revenues**

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 leading technology provider of MPEG-4-based IP video convergence solutions for telcos, enterprises, and broadcasters. Supporting a wide range of network protocols, resolutions, bit rates and devices, Envivio is the only company to offer IP video convergence solutions from mobile to HD. In 2007, Envivio won the Frost and Sullivan's Product Innovation award for the 4Caster M2 mobile TV encoder as well as the Entrepreneurial Company of the Year award in the world digital media infrastructure market. Envivio solutions deliver industry leading AVC/H.264 compressed video quality at the lowest bit rate for mobile TV, Internet TV, broadcast contribution and interactive IPTV. Service providers worldwide 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.

### **Contacts:**

Boris FELTS (Speaker)  
Director of Product Development  
Tel.: +33 2 99 86 97 14  
Mail: [bfelts@envivio.com](mailto:bfelts@envivio.com)

Marianne BARULICH  
Director of Corporate Marketing  
Tel.: +1 (650) 243-2728  
Mail: [pr@envivio.com](mailto:pr@envivio.com)

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### **- 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).

The Electronic Service Guide (ESG) is the main component of any DVB-H system as it enables efficient access to services and is the gatekeeper of a good service use. Every access to content is done through the ESG. That is why it must be simple, efficient and rich. In order to provide a solution to this critical application, EXPWAY has designed FastESG™, a unique end-to-end Electronic Service Guide solution over mobile and broadcast networks (GPRS, EDGE, UMTS, DVB-H), from server to terminal.

FastESG™ V3 provides Operators with a full platform solution to design, manage and deliver ESG, Interactive and Data Casting services compliant to DVB-IPDC standard.

#### **About EXPWAY :**

EXPWAY ([www.expway.com](http://www.expway.com)) is a leading provider of end-to-end content & service management solutions over mobile broadcast, mobile telecom and Broadband IP networks. EXPWAY solutions include Electronic Service Guide (ESG), Electronic Program Guide (EPG), Data Casting services and Interactive Services such as betting, voting and advertising.

EXPWAY standard based software solutions include FastESG™, ESG solution dedicated to MobileTV and based on DVB IPDC and OMA BCAST specifications for DVB-H, and FastEPG™, EPG solution dedicated to IPTV and based on DVB-IPI and TV-Anytime specifications.

EXPWAY FastESG™ solution was the first world-wide DVB IPDC compliant solution commercially deployed. EXPWAY solutions are integrated with multiple CAS and DRM systems and already deployed or market tested by Telecom and Broadcast Operators in Italy, France, Germany, Sweden, Japan, US as well as integrated by handset, STB and TV set manufacturers world wide. Founded in 2000, the privately-held company is headquartered in Paris, France.

#### **Contacts:**

Pierre ARMENGAUD (Speaker)  
Senior Sales Manager EMEA  
Tel: +33 1 44 54 33 90  
Mail: [pierre.armengaud@expway.com](mailto:pierre.armengaud@expway.com)

Claude SEYRAT (Speaker)  
EVP Strategy & Marketing  
Tel: +33 1 44 54 29 28  
Mail : [claude.seyrat@expway.com](mailto:claude.seyrat@expway.com)

## DIGITAL TV & 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, 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 terrestrial-like performances and security to broadband satellite links. UDcast's feature rich solutions enable satellite service providers to deliver revenue-generating value added services that meet enterprise needs. Founded in 2000, UDcast maintains its global headquarters in Sophia Antipolis, France. For more information, visit [www.udcast.com](http://www.udcast.com).

### **Contacts:**

Sebastien CAILLAU (Speaker)  
Southern Europe Sales Manager  
Tel.: +33(0)1 43 56 37 69  
Mail: [sebastien.caillau@udcast.com](mailto:sebastien.caillau@udcast.com)

Filip GLUSZAK  
Marketing manager  
Tel.: +33 4 93 00 16 60 / +33 6 03 23 30 01  
Mail: [filip.gluszak@udcast.com](mailto:filip.gluszak@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 9 out of 12 DTT contracts during the last 12 month. 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 is the leading provider of products for enabling Media and Video convergence with 100% Quality of Service. With its foundation in the Professional Media and Broadcasting industry, Net Insight has established a premier position as an innovator and supplier of video transport technologies for high definition content and broadcast digital TV.

Net Insight's Next Generation of Video-enabled products provide Broadcasters and Service Providers to deliver a range high quality of voice, data and video services on to a single and optimized transport infrastructure, thus ensuring lower operational overheads and minimal long-term capital expenditure for new services across a fixed and mobile network.

World class customers run mission critical video services over Net Insight products for more than 100 million people in more than 20 countries. Among the customer reference list is EBU/Eurovision, Telenor, TeliaSonera, Globecast, Deutsche Telekom, KPN and many of the national broadcasters.

Net Insight is quoted on the Stockholm Stock Exchange. For more information, visit [www.netinsight.net](http://www.netinsight.net)

### **Contacts:**

Olle WAKTEL (Speaker)  
VP Sales  
Tel : +46 70 999 30 30  
Mail: [olle.waktel@netinsight.net](mailto:olle.waktel@netinsight.net)

Annamaria ROSSI  
Head of Sales, Spain, Italy and Portugal  
Tel.: +39 0293507548  
Mail: [annamaria.rossi@netinsight.net](mailto:annamaria.rossi@netinsight.net)

## **DIGITAL TV & MOBILE TV SEMINAR**

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- **DVB-T and DVB-H network planning & cartographic solutions**
- **Correlation of simulation and field measurements**

ATDI is the uncontested leader in broadcast and point to multi-point radio network planning, this is an accepted and well-known fact. Our technical analysis tools cover the whole spectrum (literally and figuratively speaking), from MW/HF to Microwave and satellite. This is illustrated by the large number of regulators who use our technical analysis tool. A comprehensive (non-exhaustive) list of customers is provided in the ATDI company profile. Moreover, ATDI can provide a prestigious list of references with operators and/or equipment manufacturers for every radio technology. Therefore, the spectrum management system that is offered to our customers is comprehensive, and covers all the needs of regulators.

ATDI's prime focus is on radio technologies. It provides:

- automated spectrum management systems
- radio planning tools
- radio consultancy services

ATDI is the only spectrum management company to have integrated its solution with the four major spectrum monitoring and control equipment manufacturers: Rohde & Schwarz, Tadiran, TCI, and Thales, and who has also supplied some systems to military regulators. This shows ATDI's long-term leadership and commitment in spectrum management.

For more information: [www.atdi.es](http://www.atdi.es)

### **About SDT Electrónica and Geoglobal Sistemas de Informação Geográfica**

SDT electrónica S.A is a major system integrator in the Portuguese Telecommunication market. The company provides End to End solutions from engineering, radio planning and consultancy to installation, entry into service and maintenance services. SDT has been the major system integrator in Portugal for Cable TV Network with complete Turn Key services and having delivered more than 800.000 Home Passed.

Geoglobal, Sistemas de Informação Geográfica is the leading company in providing full range of cartographic solution and databases for radio planning purposes. The company has full country coverage in 2D products (Aerial images, clutters, population distribution, and road network) and in 3D for major cities (Digital Terrain Model 20m, building surface models). Geoglobal data is permanently updated and largely tested by all Portuguese operators (GSM, UMTS, FWA, DAB; DVB-T, DVB-H, Microwave, UHF and VHF broadcast)



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### **Contacts:**

Thierry SCELLES (Speaker)  
ATDI Managing Director  
Tel.: +34 91 446 72 52  
Mail: [ts@atdi.com](mailto:ts@atdi.com)

Francisco AIDOS (Speaker)  
SDT Sales Engineer  
Tel.: (351) 21 382 31 12  
Mail: [francisco.aidos@sdt.pt](mailto:francisco.aidos@sdt.pt)

Miguel Mendes (Speaker)  
Geoglobal CTO  
Tel.: (351) 21 387 31 62  
Mail: [miguel.mendes@geoglobal.pt](mailto:miguel.mendes@geoglobal.pt)

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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.

### **Contacts:**

Lucile RIOS (Speaker)

Area Sales Manager

Tel.: +33 557 928 923

Mail: [rios@audemat-aztec.com](mailto:rios@audemat-aztec.com)

Laetitia GALAND

Communication Manager

Tel.: +33 557 928 933

Mail : [galand@audemat-aztec.com](mailto:galand@audemat-aztec.com)

Nicolas MOULARD (Speaker)

Manager ACTUONDA

Tel1 : +33 603 461 865 / Tel2 : +34 699 248 200

Mail : [moulard.nicolas@gmail.com](mailto:moulard.nicolas@gmail.com)

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**simac**



### **- Full system integration of end-to-end solution**

Simac Broadcast's focus as a independent System Integrator and Solution Provider is to – Advise. Integrate. Manage. – within the Digital Television industry. With a proven track record of delivering high quality services to customers all over the world.

#### **Advise.**

Whether you require the basis of system architecture or expertise regarding vendor selection, we are here to assist you in making the right decision for now and your future network demands. Our team of specialists is available to assist you with network design, vendor selection, migration planning, product and technology benchmarking and business consultancy. We are able to advise you in every phase of the process.

#### **Integrate.**

Our unique expertise provides us with the ability to implement end-to-end solutions. From turn-key projects to specific integration and delivery of products, we commit ourselves to you and your customers in providing operational excellence within the project and handover to network operation. Our resources are allocated for project management, project engineering, training, system changes and expansion, integration and onsite assistance. We are able to integrate new services into your network through best in class products in a tailor made solution that fits your needs.

#### **Manage.**

Availability of services is key in your customers experience and satisfaction. Through our existing relationships with industry leading product suppliers, we have full access to their support, research and design teams. Back to back agreements are in place to provide you with extensive service level agreements. Our international support team is available to provide 24x7 support, system maintenance, emergency hotline, onsite support, product replacement, product repair and system updates. We are able to manage your system performance and service availability.

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### **The Simac Broadcast Mobile TV Starter System**

The possibilities of Mobile TV certainly trigger the imagination. There are however still many uncertainties and undefined areas to explore.

Simac Broadcast has developed a Mobile TV Starter System that will allow any Broadcaster or Telco to perform end-to-end tests enabling them to get to grips with the technology, help to make, verify and fine-tune the business plan and marketing strategies, to make the definite choices in technologies, products and rollout scenarios and to actually take the first steps toward a fully operational Mobile TV network.

#### **About Simac Broadcast**

As a solution provider and system integrator, Simac Broadcast gives customers the unique opportunity to choose the best configuration of products in a multi-vendor environment. By using quality products from industry leaders, Simac Broadcast is able to create custom solutions that utilize the best of the best, allowing for choice at every level of the solution.

Simac Broadcast offers a range of services after the initial consultancy period. Simac Broadcast takes on an end to end 'Turnkey' responsibility, put the working solution into service mode and then monitors it with their own management system.

Simac Broadcast is headquartered in The Netherlands and has regional support offices in the Mediterranean, the United Kingdom, India, Singapore and South America.

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

#### **Contacts :**

Sergio Pirota (Speaker)  
Regional Sales Manager Mediterranean  
Tel.: +39 348 145 4097  
Mail: [sergio.pirota@simacbroadcast.com](mailto:sergio.pirota@simacbroadcast.com)

Maarten van Alphen  
Marketing & Communication  
Tel.: +31 40 258 2050  
E-mail: [maarten.van.alphen@simacbroadcast.com](mailto:maarten.van.alphen@simacbroadcast.com)