



**EXPWAY awarded at IPTV World Series Awards for “Best Mobile TV Technology” for its convergent solution for advanced services on Mobile TV and IPTV.**

Paris, 14th April, 2008: EXPWAY is proud to announce that it has won the prestigious IPTV World Series Awards for “Best Mobile TV Technology”.

EXPWAY was awarded for its solution "FastESG™ v3.0 Mobile TV Platform & Engine" that offers a unique interface to access TV, whether live, on demand or pushed to the terminal and whatever the network (broadcast, cellular). Well known and recognized in Mobile TV domain, EXPWAY solution shows unique convergence capability allowing operators to manage in a unified and efficient way the key services requested by the end-user.

The IPTV World Series Awards provide a showcase for the most important technologies and the finest talent in today's TV industry. The awarded were judged by a panel of independent experts taken from the TV sector and were open to any organisation that is active in this market place, including TV service providers and technology vendors. The awards are held each year at the IPTV World Forum event in London. The IPTV World Series Awards ceremony took place in the Olympia, London, UK on the 12th March 2008 at 6 p.m.

Commenting on the win, Claude Seyrat, VP Marketing and Strategy, said “We are very pleased that our IPTV-Mobile TV convergence solution was rewarded at IPTV World Forum. EXPWAY is committed to innovation and strives to keep one step-ahead of the market by anticipating trends and developing the solutions of the future. This solution will be demonstrated at CTIA on April, 1-3 and at NAB on April, 14-17 in Las Vegas –USA. We're glad to notice that our vision is becoming reality: addressing any content whatever the devices, whatever the networks and whatever the standards so that end-users can explore, watch and play with their favorite content when they want, where they want”.

As of today, FastESG™ boasts over one million Mobile TV and IPTV subscribers and is deployed in all continents in this promising market.

**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 IPTV and based on international standards, allowing rich ESG, managed datacast services, time accurate interactive services and targeted advertising.

FastESG™ was the first DVB-H 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. EXPWAY is a privately held company, headquartered in Paris, France. For more information, visit [www.expway.com](http://www.expway.com)

**For further information:**

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