



**EXPWAY is proud to announce at IBC'08 the launch of its new solution, FastCollection™, dedicated to measure Mobile TV audience and monitor usage of all content-related services, on multiple networks.**

**EXPWAY@ IBC 2008, Booth # 386-387, Mobile Zone, Hall 12**  
Rai Center, Amsterdam / 12<sup>th</sup>- 16<sup>th</sup>

***FastCollection™ - Turnkey solution***

*Get your consumer's insights on your Mobile TV content*

EXPWAY believes monitoring of content-related usage is critical to transform Mobile TV business models in commercial success, whether revenues are ad-supported or not. With this aim in mind, Expway worked closely with Mobile Operators and Audience Measurement Agencies to launch FastCollection™, an unrivalled fit-to-use solution to get your consumer's insights about your Mobile TV content.

FastCollection™ is the first worldwide audience measurement and usage monitoring solution for Mobile TV that provides: 1) the most efficient tool to tailor the content offerings of Mobile Operators; 2) the neutrality required by Audience Measurement Agencies with respect to content/ad providers; 3) higher product value for Device Manufacturers.

FastCollection™ is an end-to-end solution from server to end-user device that ensures accuracy of collected measurements for both linear TV (Live TV) and non-linear content (Video-On-Demand, interactive services, etc.). FastCollection™ is designed to be integrated in any kind of mobile device (mobile phone, PDA, smartphone,...), whatever the Mobile TV standard (DVB-H, ISDB-T, CMMB, MediaFLO, DMB,...). FastCollection™ is a turn-key solution that provides you the ability to easily monitor your campaign management, whether you host the solution on your premises or you opt for the Software as a Service (SaaS).

If you want to get your consumer's insights about your Mobile TV content, do not miss the exhibition of the first public demonstration of FastCollection™ on Expway's stand M386-387 in the Mobile Zone Hall 12 at IBC'08.

***Multi-Networks FastESG™ - Hybrid ESG***  
*Optimize Mobile TV Roll-Out Across Multiple Networks*

EXPWAY demonstrates at IBC'08 its solution dedicated to Mobile Operators to accurately tailor Mobile TV offering, from both mass-market to niche audience content. FastESG™ Hybrid solution provides the capability to increase your ARPU and enhance your subscriber loyalty thanks to the high availability of your Mobile TV services, from the first deployment phases to a national coverage of DVB-H and 3G, even in indoor location.

Expway Hybrid ESG solution provides your subscribers seamless access to Mobile TV services over both DVB-H and 3G, leveraging the possibilities offered by the combination of these two networks.

Come to visit us at IBC'08 on Expway's stand M386-387 in the Mobile Zone Hall 12, where we will demonstrate two scenarios that can be easily implemented by Mobile Operators with Expway's hybrid ESG solution:

- Unified ESG scenario – or How to promote your mass (DVB-H) and personalized (3G) content through a unified ESG.
- Ubiquitous scenario – or How to provide ubiquitous Mobile TV services thanks to a smooth handover between DVB-H and 3G.

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