



MOBISION



EXPWAY selected for the first MOBILE TV commercial launch in Middle East with MOBISION from ALSUMARIA TV.

Paris, Amsterdam, Iraq - Sept. 12, 2008 - Expway, the world leader in mobile TV and video data management solutions for broadcast, cellular, broadband and satellite networks today announced the launch of its FastESG™ Mobile TV platform for Mobision in Iraq. This marks a further milestone in its leadership into the DVB-H (Digital Video Broadcasting - Handheld) market.

Mobision from Alsumaria TV has selected Expway's FastESG™ solution to promote and enable access to the DVB-H broadcast streams of its Mobile TV service operated in Iraq. Mobision is the first DVB-H service on a large-scale commercial basis in the Middle East with more than 20 channels.

Mobision has selected also E2M, Alsumaria sister company, to be its system integrator. E2M has also developed the first Arabic DVB-H subscriber management system

By driving subscribers to view, to order and to interact with content relevant to them, Expway's FastESG™ platform is at the core of Mobision mobile service. The Electronic Service Guide leverages on what is most valuable in a mobile TV service: the content broadcast and its associated interactivity.

"Mobision was looking for a field proven, flexible and interoperable ESG Platform, and our FastESG™ Mobile TV platform fulfilled this requirement perfectly," said Nicolas Andrieu, Expway's Vice President of Sales. "We are honoured to partner with Mobision and to be associated with this pioneering project in the Middle East. By offering our Mobile TV platform with its most advanced features, we will foster the expansion of Mobision".

About Alsumaria TV

Alsumaria TV is an independent privately owned Iraqi TV established in September 2004. Alsumaria TV reflects the new Iraq. Its "Logo" carries part of Iraq's history, people, and culture. Today Iraq is reviving and reliving. The Iraqi people see the new world through TV that reflects their life and gives them hope. Alsumaria TV is there for their enjoyment, their voice, and their mirror reflecting the Iraqi image to the world.

Please visit www.alsumaria.tv for more information.

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.

Founded in 2000, the privately held company is headquartered in Paris, France.

For more information, go to www.expway.com