



EXPWAY, Viaccess, LG Electronics, Enensys, and Sagem Orca launch a new offer to secure the broadcast TV mobile market

The five companies launch a ready to deploy End to End system offer based on the OMA BCAST SmartCard Profile Standard (SCP) handsets encompassing all major systems required to deploy a mobile TV services.

Amsterdam (Netherlands), September 12th, 2008 — EXPWAY, the leading provider of Electronic Service Guide (ESG) solutions announces a partnership with Viaccess, LG Electronics, Enensys and Sagem Orga to secure access to mobile broadcast TV based on the OMA BCAST SmartCard Profile Standard. This initiative launched by the partners aims at providing customers and operators with a production ready end-to-end environment, including handset from LG Electronics. The full scope system, available for trials and production deployments, includes optimised capacities inherited from each of the partners' exclusive features.

Teaming with Viaccess, Enensys, LG Electronics, and Sagem Orca, EXPWAY has early conducted interoperability schemes and the partnership announces a fully deployable solution. The Solution is performing and flexible enough to fit any redundancy level as per operator's requirements, thus fitting scenarii from experimentation chain up to commercial deployment of DVB-H.

EXPWAY FastESG™ OMA BCAST Edition drives subscribers to view, to order and to interact with content relevant to them. The end-to-end integration of EXPWAY OMA BCAST Electronic Service Guide with Viaccess, Enensys, LG Electronics & Sagem Orca will provide the necessary security for monetizing mobile TV content while accelerating the deployment of mobile TV and ensuring the distribution of high-value content over mobile TV networks.

Viaccess's Conditional Access System dedicated to OMA Bcast Smartcard profile standard provides enhanced security and renewability, and reduces SIM management costs for Mobile Operators. Enensys' head-end solution, based on high grade broadcast products offers flexibility and scalability to move from experimentation up to commercial deployments including advanced features and complete redundancy.

Live implementation of the end-to-end solution will be showcased at IBC in Amsterdam September 12th-16th on Viaccess booth (hall1, booth A51).

Mr Nicolas Andrieu, VP Sales at EXPWAY comments on this partnership: «The integration of FastESG™ - OMA BCAST Edition with Viaccess SCP conditional access system, Enensys Broadcast equipments along with LG handsets will definitely foster the distribution of high-value content over mobile networks worldwide. This strengthens our time-to-market leadership».

“Our partnership with LG Electronics, Enensys, EXPWAY and Sagem Orga demonstrates our full interoperability with the Broadcast mobile TV market,” explains François Moreau de Saint Martin, Viaccess CEO. “We believe the best value we can propose to our clients is turning the best in class products into immediately deployable solutions, and minimise integration costs. That’s why Viaccess is building an ecosystem with partners to ensure compatibility of our solutions with the complete chain of broadcast equipment and receivers.”

Richard Lhermitte, Enensys VP Marketing said: "The integrated DVB-H BCAST SCP system we've built, thanks to the close relationship with Viaccess, EXPWAY and LG, ensures operators get a fully interoperable turnkey solution. This allows us to provide a cutting-edge solution while reducing integration time and cost for our customers, and enabling them to build a secured business plan."



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

About Viaccess

Viaccess S.A., delivers solutions for digital pay television and secured content distribution. Its mission is the development, production and marketing of Conditional Access and DRM-based systems for all types of contents and services, for every kind of broadcast (satellite, cable, terrestrial, MMDS) and broadband networks, fixed (DSL) and mobile. Viaccess has been successfully deployed in 30 countries world-wide, on more than 80 digital platforms including multi-channel providers and digital content distributors. Viaccess is European Leader for IPTV protection (MRG IPTV Market Leader Report, March 2006 & September 2007). For more information : www.viaccess.com

About LG Electronics

Established in 1958, LG Electronics, Inc. (LG) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in over 110 operations including 81 subsidiaries around the world. With 2007 global sales of USD 44 billion*, LG is comprised of four business units - Mobile Communications, Digital Appliance, Digital Display and Digital Media. LG is the world's leading producer of CDMA/GSM handsets, air conditioners, front-loading washing machines, optical storage products, DVD players, flat panel TVs and home Theater systems.

LG's efforts continue to enhance the global presence of the LG brand and to maximize profitable growth. In particular, LG Electronics will focus on achieving profitable and sustainable growth in the mobile communications and digital display sectors to strengthen its leadership in the IT industry, while at the same time increasing its market share in the home appliance and digital media sectors.

About ENENSYS

ENENSYS Technologies has years of experience in the design and manufacturing of Digital TV transmission systems. Offer ranges from Mobile TV, Digital Terrestrial TV, IP Distribution to Test & Monitoring solutions, with high grade services and trainings. Covered standards include DVB-H, T-DMB, DVB-T, DVB-T2, DTMB, Digital Cable, ... ENENSYS has over 200 customers in 50 countries. Customers are Broadcast & Network Operators, Telcos, Chipset Vendors, Receivers Manufacturers and Global System Integrators.

Headquartered in Rennes, France, in the heart of the European Digital Broadcast Cluster, ENENSYS is a public company listed on Euronext Paris Stock Exchange (FR0010286252 – MLENS). For more information, please visit www.enensys.com.

About Sagem Orga

Sagem Orga is one of the pioneers and world leaders in the smart card sector. It leverages cutting-edge technologies to realize the visions of boundless mobile communication and integrated digital security.

In the telecommunications sector, Sagem Orga's customers include the largest wireless carriers around the world. Millions of people benefit from its in-depth know-how and tailor-made solutions for GSM, CDMA and UMTS. In the field of digital security, Sagem Orga protects the identity of citizens worldwide and secures electronic communications among government agencies, citizens and enterprises. As a smart card expert, the company offers solutions for biometric and electronic identification, electronic ID cards, driver licenses and cashless payment.



Sagem Orga has a global network of subsidiaries, joint ventures, branch offices and sales partners, along with leading-edge production sites in Germany, France, China, Brazil, Russia, India and the U.S. The smart card expert employs more than 1,600 people worldwide. Sagem Orga is part of the international SAFRAN high-tech group. The group generates annual sales of more than 11 billion Euros and has 61,000 employees in over 30 countries. www.sagem-orga.com