



## PRESS RELEASE

GATINEAU, QUEBEC, CANADA, LAS VEGAS, NV, USA and PARIS, FRANCE (April 7, 2010).

**EXPWAY, the leading Electronic Service Guide (ESG) vendor and middleware provider for ATSC-M/H Mobile DTV and CogniVue Corporation, a fabless semiconductor company with a focus on low power, small footprint multimedia and image cognition processors, today announced their partnership on the ATSC-MH A/153 compliant multimedia chipset.**

Pairing the CogniVue multimedia processor with EXPWAY middleware enables receiver manufacturers to incorporate rich feature set on their ATSC-M/H devices: EPG (Electronic Program Guide), Banners, Interstitials, Voting, Polling, RSS-feeds, Content Casting and Data Casting, together with crystal clear audio and video decoding capabilities.

“The portable device manufacturers are asking for more complete packaged solutions to speed time to market”, said Simon Morris, CEO, CogniVue Corporation. “Customers prefer to focus on the User Interface design, rather than spend time and money developing and optimizing multimedia and middleware functionalities in-house from scratch. Few device manufacturers have the capability to test and validate mobile TV middleware software as extensively as EXPWAY. Indeed they have been working on this market for many years and have tested their solution with numerous manufacturers on a large variety of portable devices. We see our mutual customers benefiting greatly from this partnership”.

“EXPWAY sells ESG delivery servers to the broadcasters, who all want Mobile DTV to be more than just a ‘tiny TV’ and for example include banners and interstitials in their Mobile DTV portfolio of services”, comments Claude Seyrat, VP of Marketing and Strategy at EXPWAY. “Needless to say, our middleware supports these and far more. Pairing such a middleware with CogniVue’s multimedia chipset having the smallest system footprint for performance, will not only reduce device manufacturers’ risk, but will also enable these devices rich-in-features to be deployed faster in this market.”

CogniVue and EXPWAY solutions fully support DVB-H, DVB-SH and ATSC-MH industry standards.



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**Company description:**

EXPWAY (<http://www.expway.com>) is the world leader in Interactive Mobile DTV Solutions for broadcasters, telecom operators and device manufacturers. Its products have been adopted in more than 15+ commercial deployments in the US, Europe, Japan and Asia. With EXPWAY's FastESG™ solution, Mobile DTV is much more than just a 'Tiny TV' -- and it is stickier than ever before.

EXPWAY's strong mission is to provide its customers with the best tools to generate more revenue and therefore be able to reduce CHURN.

CogniVue Corporation (<http://www.cognivue.com/>) specializes in programmable multimedia and Image Cognition Processors (ICPs) to enable real-time embedded image and video processing and analytics applications in emerging markets such as automotive smart cameras, internet protocol (IP) video surveillance, and mobile consumer devices.

Recognized in both mobile and non-mobile markets for enabling the highest valued solutions for video, imaging, audio and graphics features, CogniVue's products are high performing, low power consuming, small footprint, cost-sensible devices

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