

FOR IMMEDIATE RELEASE

NTT DATA MSE Selects Expway's FastCast™ For The 2012 National Push VOD Launch In Japan

Paris, France (September 1st, 2011) - NTT DATA MSE, a subsidiary of NTT Data, one of the top ten system integrators in the world, and PANASONIC Mobile Communications, one of the world's leading consumer electronics corporations, has selected Expway's FastCast™ product as their solution for the nationwide push VOD deployment in Japan.

By using Expway's Fastcast™ solution, NTT DATA MSE is able to offload the heavy video traffic from broadband, to broadcast. They will also be able to reach all the subscribers with one transmission and in a very cost-effective manner. The technology allows them to better cope with the recent exponential growth of end-users video consumption, while avoiding rebuilding an entire broadband network infrastructure.

For the end-user, the benefit is also clear: consumers will have a large variety of fresh content with no download-time, available for their immediate viewing. They can also view it where and when they want and always in crystal clear quality, unlike on internet. By paying a monthly fee end-users will get a myriad of content, pushed and cached on their devices: Premium movies, TV series, music, e-books, newspapers, games and magazines, to be used via their in-car devices, set-top-boxes, mobile phones or tablets.

"We selected Expway's FastCast after one year of technical evaluation and a very productive collaborative work. Their FastCast product has proved to be the most robust and efficient Filecasting solution on the market. Expway has also shown a strong experience in the domain after having done several deployments in the world." states Mr. Makoto Fukuma, Senior Vice President, from NTT Data MSE.

Expway's FastCast™ adopts a new approach to Push VOD. Its highly optimized open multicast protocol and an error-correction algorithm makes it possible for the broadcaster to send the file only once. The technology ensures a 99.99% reception guarantee, unlike any existing Push VOD technology. The solution revolutionizes the push VOD market, as the file transmissions do not need to be repeated any more. This makes Expways's FastCast to be the most bandwidth-efficient push VOD solution in the world.

"We strongly believe in NTT DATA MSE 's concept and are very proud that our solution was selected for their push VOD: The service in Japan will most likely be the largest Push VOD service in the world." stated Claude Seyrat, VP Marketing & Co-founder of Expway, "The more people want to view video on their devices, the brighter the world looks for Push VOD in general. For example, DTH-operators are interested in our solution as it obviously saves them in satellite bandwidth costs. There are already plans to roll-out the same solution in India, Brazil and many markets in Europe." concluded Claude Seyrat.

About the company:

EXPWAY is the world leader in robust delivery in one-to-many (push) mode. Its solution is deployed by several broadcasters, telecom operators and device manufacturers for a variety of applications including Mobile DTV, IPTV and Digital TV. The company's products have been adopted in more than 15+ commercial deployments in the US, Europe, Japan and Asia. With Expway, broadcast is much more than just TV. To find out more, please visit <http://www.expway.com>.

About the solution:

FastCast™ is Expway's flagship solution for Push VOD. It works on all satellite, terrestrial, broadband and wireless networks, including ISDB-Tmm, DVB-T2, DVB-S/S2 and ATSC. It enables the service provider to deliver full catalogs of HD movies and any other voluminous content to set-top-boxes, tablets and mobile devices. It relies on state-of-the-art technology delivering the highest performance on the market e.g. highest robustness at the lowest bandwidth cost.

Contact:

Ulla Saari

Tel: +1 (703) 673-1156

Email: press@expway.com