

EXPWAY and NTT jointly develop broadband/mobile TV-Anytime system

Amsterdam (The Netherlands), 9th September 2005 — NTT Cyber Communications Laboratory Group, a research division of Japan's largest telecom operator, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT), and EXPWAY of France, a leading provider of XML-based *Electronic Content Guides*, today announced that they have engaged in the joint development of an end-to-end *Metadata System* dedicated to mobile and broadband networks, based on the *TV-Anytime Forum* specifications. The *TV-Anytime Metadata System* will enable operators to deploy data-intensive applications to end-users.

In order to help NTT achieve its aims in the mobile and broadband segment of the market, the Cyber Communications Laboratory Group (part of the Japanese telecommunications giant) has been working closely with high-tech specialist and multimedia solutions provider EXPWAY of France.

Antoine Weil, CEO of EXPWAY, commented: "We are extremely honoured to collaborate with NTT on this project, which is a huge step towards a unique information system serving several types of networks. This collaboration is highly strategic for us and will help us to further promote metadata solutions in the telecom and broadcast environments."

The TV-Anytime Metadata System is able to support applications ranging from simple *Electronic Program Guides (EPG)* to advanced multimedia search-engine functionalities, or chapter-based navigation. The TV-Anytime Metadata System can feed automatically the *DVB-Service Information* streams that are converted to XML as defined by the TV-Anytime specifications; the data is then efficiently transported as binarized data through the communication networks. The data can subsequently be authored, enriched or segmented by the operator in order to facilitate the discovery of multimedia content by either mobile devices or fixed-line customers in a seamless manner.

Based in Paris, EXPWAY has strong expertise in the efficient handling of XML data for constrained networks and devices, mainly in the broadcasting and telecom industries. EXPWAY has gained market recognition through its active participation in metadata-related standards bodies such as MPEG, TV-Anytime and DVB.

About NTT

NIPPON TELEGRAPH AND TELEPHONE CORPORATION, or NTT Corp (TSE: 9432, NYE: NTT), is the largest telecommunications operator in Japan. With its subsidiaries — including NTT Docomo, NTT Communications, NTT East, NTT West, and NTT Data — it provides fixed-line telecommunications (local, long-distance and international) and wireless telephony services, data communications, as well as internet and multimedia services. NTT Cyber Communications Laboratory Group is NTT's R&D arm, which is dedicated to enhancing NTT's services, with an emphasis on technologies that support business information sharing, including media services as well as content creation and management.

For more information, go to: www.ntt.co.jp

About EXPWAY

EXPWAY is headquartered in Paris (France) and was created in 2000. The company will be attending the IFA consumer-electronics trade show from 2 to 7 September 2005 in Berlin, Germany (*DIBCOM*, Hall #2.1, Stand #212), and the IBC audio-visual technologies trade fair from 10 to 14 September 2005 in Amsterdam, The Netherlands (Booth #151 in the *Mobile Zone*).

EXPWAY is a leading provider of intermediation software solutions between content providers and consumers. EXPWAY provides *Electronic Content Guide* and *Multimedia Search Engines* targeting high-value content discovery systems and solutions dedicated to broadcast and mobile networks. It draws its expertise on its proven and world-class patented binary XML technology, *BinXML™*, already adopted as the binary XML transport format by MPEG-7, TV-Anytime and DVB standards. EXPWAY's solutions are suitable for constrained environments and devices such as mobile phones and digital TV set-top-boxes.

For more information please contact sales@expway.com or go to: www.expway.com