

## **EXPWAY surfs the intelligent metadata wave**

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**EXPWAY of France is the leading provider of intermediation solutions between content providers and consumers, based on metadata-efficient transport and enrichment technologies developed in house. EXPWAY's products and services address the needs of professionals in the broadcasting, broadband communications and telecommunications industries, with deployments across mobile platforms and TV set-top-boxes worldwide. The company is headquartered in Central Paris.**

EXPWAY aims to design, develop and market software solutions that can facilitate and accelerate the development as well as the integration of multimedia content. To this end, EXPWAY has developed BinXML™, an XML-based technology that enables the efficient manipulation of metadata. The technology developed by EXPWAY has a range of applications, from digital TV and mobile telephony to ADSL internet traffic and services.

The company was set up in October 2000 by Claude Seyrat and Cédric Thiénot, two French engineers who have Ph-Ds in information technology and who are experts in XML. Right from the beginning, EXPWAY secured the support of business angels and venture capital funds, together with that of the European Commission (through various R&D projects the company was engaged in). ANVAR (the French research and innovation agency) also lent its support to EXPWAY.

### **EXPWAY's value proposition is at the heart of the multimedia market**

The company's value proposition is based on the fact that it offers exclusive and dynamic solutions to users, as the boom in multimedia content makes them more necessary than ever. Indeed, the growth in the volume and quality of multimedia content and services, distributed over multiple types of transmission networks and devices, has encouraged the rapid expansion in the consumption of media services by ordinary as well as professional users. However, this has also created new problems, such as the frequent and significant difficulty, for the consumer, he (or she) may experience in accessing a particular content or service. This calls for an intelligent approach in the way that content is distributed, promoted and searched, and therefore creates the need for *intelligent content metadata management systems*. And that is where EXPWAY's innovative solutions come into the broader picture.

### **EXPWAY's intermediation solutions bring content providers and consumers together**

The French specialist company provides intermediation solutions between content providers and consumers. EXPWAY provides products targeting high-value content-discovery systems and solutions. It increases content value with its two flagship products — FastESG™ and FastEPG™.

- With the FastESG™ server, EXPWAY brings enhanced value to players within the value chain. First of all, it enables content providers and broadcasters to promote their brand and distribute accurately their rich content offerings over all types of networks. It minimizes transmission costs and maximizes the operators' quality of service.

- Secondly, EXPWAY enables telecoms and broadband operators to increase traffic-use and sell services associated to content. In turn, this can generate hooks to the ESG to be provided to the operators' customers. Thanks to EXPWAY products, a telecoms operator can synchronize its services with the broadcast stream. The availability of a functional, hybrid (*Push & Pull*) architecture also makes it possible to maintain a high quality of service and to optimise network traffic.
- Thirdly, EXPWAY's technology enables manufacturers of consumer devices to transform their products into intelligent gateways for consumers, enabling users to better access and manage rich content. The technology also provides high performance for minimal resource consumption — in other words, it saves memory as well as CPU power and battery life.
- Finally, EXPWAY enables consumers to locate (and interact with) rich media content that may be available on various devices across multiple networks. This can be done easily, rapidly and seamlessly, thanks to the advanced technology that underpins EXPWAY's products and services — more particularly the new navigation modes being offered. In turn, this enhances the user experience.

### **EXPWAY's unique expertise is supported by innovative technologies**

EXPWAY's solutions are built upon strong and proven expertise and a leading position in related technologies. Those include a smart and efficient XML-patented transport technology (BinXML™); XML data manipulations, routing and compression/binarisation technology; XML metadata generation technology; and in-house expertise in metadata smart association as well as TV-Anytime applications.

EXPWAY's continual investment in research and development means that the company has stayed at the cutting edge of technology and expertise in its chosen field. Indeed, EXPWAY is strongly involved in standardization bodies such as MPEG, TV-Anytime, DVB, and ARIB. EXPWAY also participates actively in OMA and W3C. The company's commitment to standards means that it has successfully positioned itself as a provider of business-enabler solutions, targeting wide adoption and unmatched implementation quality.

### **EXPWAY's products — FastESG™ and FastEPG™**

FastESG™ and FastEPG™ are end-to-end software solutions for enabling ESGs and EPGs to become the pivotal point through which content and services are promoted to the end-user, and to drive him (or her) to view, order and consume content that is relevant to him (or her). Because many sources and many types of multimedia content will be offered on mobile or fixed-line devices — from live TV programmes, video-on-demand clips and ring-tones to images and games, among others — the ESG service must be efficient enough so that users rely on it all the time and are consistently attracted by the services on offer.

FastESG™ and FastEPG™ are content search engines, compatible with existing networks, developed in compliance with existing standards. FastESG™ and FastEPG™ are composed of a server and terminal software, installed across broadcasting, broadband and telecoms networks, with deployments over mobile platforms and TV set-top-boxes.

FastESG™ and FastEPG™ work in *Push* (for broadcasting), *Pull* (for broadband connections), and *hybrid* modes, enabling users to cut transmission costs, ensuring top service quality, and combining personal interaction with content-based events (which may be relevant to groups of users of varying sizes).

The FastESG™ server is a server solution enabling smart promotion and smart distribution of rich content over all types of networks. It is based on content-description metadata and composed of three main functional bricks, i.e. metadata importation, metadata enrichment and metadata publishing.

EXPWAY's server solution is suitable for both broadcasting and broadband environments, and provides multiple publishing outputs to support a common approach of service through all transmission networks (DVB-GBS, DVB-IPI, DVB-CBMS, BIFS, OMA, HTML, and private additional metadata).

### **EXPWAY's customers benefit from unparalleled know-how**

EXPWAY has been developing partnerships with the leading players in the industry, focusing on the systems offering greater capabilities, with a view to integrating solutions into the technical services supply-chain. EXPWAY favours partnerships that are focused on content asset management and traffic scheduling systems, in order to enhance the value of such tools and platforms, and to provide broadcasters and operators with easy-to-buy products and services.

EXPWAY's natural partners include metadata providers and metadata-generation equipment makers. The company can enable them to continuously enrich the source that enables the system to be smarter overall. EXPWAY supplies client software platforms and components in order to build integrated and complete client-side offerings, which is directly relevant to manufacturers of consumer devices. The French company is also extensively involved in research and proof-of-concept projects.

### **EXPWAY to showcase its technology at trade shows in Europe**

The company will be attending the IFA consumer-electronics trade show from 2 to 7 September 2005 in Berlin (Germany) and the IBC audio-visual technologies trade fair from 9 to 13 September 2005 in Amsterdam (The Netherlands).

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