



# news release

## **AXCERA AND EXPWAY ANNOUNCE AN INTEGRATED TRANSMISSION SOLUTION FOR ATSC MOBILE DTV WITH A LIVE DEMONSTRATION AT NAB 2009**

**LAS VEGAS, Nv., LAWRENCE, Pa., U.S.A. and PARIS, FRANCE (April 16, 2009) –** Axcera, a leading manufacturer and integrator of best-of-breed technology for the television broadcast, mobile media and broadband wireless access industries, and Expway, a leader in Mobile TV and Mobile Video Data solutions for broadcast, telecom and satellite networks, today announced the integration of a complete ATSC Mobile DTV transmission solution, (also known as ATSC M/H (Mobile/Handheld)), for broadcasters and mobile entertainment service providers in North America. The solution integrates Axcera's Mobile DTV pre-processor/multiplexer, digital modulator and comprehensive line of transmitters with Expway's channel signaling and Electronic Service Guide, FastESG™, and will be demonstrated at the National Association of Broadcasters trade show, April 20th through April 23rd, at the Las Vegas Convention Center (LVCC) in Las Vegas, Nevada.

Furthering Axcera's and Expway's leadership positions in the mobile media transmission equipment industry by supporting the latest standards with the most current technology, the live over the air ATSC Mobile DTV demonstration will allow visitors to Axcera booth C1319 to see a completely integrated transmission solution, and to experience this technology by viewing program content on a mobile receiver. Visitors to Axcera's other booth (C8546D in the ATSC Mobile DTV Pavilion) will also be able to view the ATSC Mobile DTV demonstration on a receiver.

"We are delighted in this collaboration with Expway", says David Neff, President of Axcera. "Integrating Expway's best-of-breed Electronic Service Guide with Axcera's state-of-the-art ATSC Mobile DTV transmission systems provides broadcasters with a solution that can be implemented quickly and that they can be confident will optimally perform all of the features of the ATSC Mobile DTV standard. We are also pleased to demonstrate this cutting edge transmission

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solution to NAB 2009 attendees, allowing them to experience the technology first hand." said David Neff, President of Axcera.

Mr Thierry Sergent, Expway's CEO, comments on this partnership: "The integration of FastESG™ with Axcera systems will accelerate the deployment of ATSC Mobile DTV systems and therefore will foster the distribution of high-value content over mobile broadcast networks. By joining forces of two well established leaders in their respective fields, this strengthens our time-to-market leadership “.

For more information on ATSC Mobile DTV transmission technology, and on Axcera or any of its products, please visit [www.axcera.com](http://www.axcera.com), or stop by NAB booth C1319.

For more information on ATSC Mobile DTV Electronic Service Guide technology and on Expway or any of its products, please visit [www.expway.com](http://www.expway.com), or stop by Expway's NAB booth C8546O or Axcera's booth C8546D in the ATSC Mobile DTV Pavilion.

**About Axcera:**

Axcera ([www.axcera.com](http://www.axcera.com)) is a premier provider of RF transmission solutions used worldwide by television broadcasters, mobile media and broadband wireless/MMDS system operators. Axcera has earned its reputation as a high-quality transmitter manufacturer focused on meeting customer needs with the most complete line of television transmission systems available from any manufacturer.

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**About Expway**

Expway is the worldwide leader in Mobile TV and Mobile Video Data solutions for broadcast, telecom and satellite networks. Expway solutions allow operators and broadcasters to deliver compelling video services to their audience such as Live and Interactive Mobile TV, Mobile TV

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Advertisements, Video-on-Demand or Datacasting applications. Expway has established its recognized technological leadership through its ongoing involvement in Mobile DTV standardization and focus on innovation. Expway's solutions offer new opportunities for users to interact and play with their favorite content and discover additional, related information. For more information, please visit <http://www.expway.com>.

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