



news release

AXCERA & EXPWAY ANNOUNCE AN INTEGRATED TRANSMISSION SOLUTION FOR ATSC MOBILE DTV WITH A LIVE DEMONSTRATION AT NAB 2010

LAWRENCE, PA, LAS VEGAS, NV, USA and PARIS, FRANCE (April 7, 2010) - Axcera, a leading manufacturer and integrator of best-of-breed technology for the television broadcast, and mobile media industries, and Expway, the leading Electronic Service Guide (ESG) vendor for ATSC-M/H Mobile DTV will demonstrate live end-to-end system at the NAB trade show, April 12th through April 15th, at the Las Vegas Convention Center (LVCC) in Las Vegas, Nevada. 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™.

The demonstration will showcase advanced ESG features such as interactive voting, interstitial advertising, banners and more. Visitors to Axcera's booth in the ATSC Mobile DTV Pavilion will be able to view the ATSC Mobile DTV demonstration and these features displayed on two different receivers: On a notebook and a mobile handheld receiver.

“The Expway and Axcera strategic partnership is a good example how two separate companies together can make better business than solely on their own: Axcera has a proven track record of being able to work with various transmitter manufacturers, which ensures Expway a better foot-hold in the US market. And as Expway's FastESG™ provides the mutual customers with a business model, advertising or subscription based, this means more sustainable and long-term business for all parties involved.” comments Thierry Sergent, the CEO of Expway.

"Integrating Expway's Electronic Service Guide with Axcera's ATSC Mobile DTV transmission systems provides broadcasters with a solution that can be implemented today. We are also pleased to demonstrate this cutting edge transmission solution to NAB 2010 attendees, allowing them to experience the technology first hand." said David Neff, President of Axcera.

For more information on ATSC Mobile DTV transmission technology, and on Axcera or any of its products, please visit www.axcera.com, or stop by NAB booth SU2908.

For more information on ATSC Mobile DTV Electronic Service Guide technology and on Expway or any of its products, please visit www.expway.com, or stop by Expway's NAB booth SU5217E or Axcera's booth in the ATSC Mobile DTV Pavilion.

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About Axcera:

Axcera (www.axcera.com) is a premier provider of RF transmission solutions used worldwide by television broadcasters and mobile media 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.

About Expway

Expway is the world leader in Interactive Mobile DTV Solutions and with its FastESG™ solution Mobile DTV is much more than just a 'Tiny TV'. As an E2E provider, Expway offers solutions for both Broadcasters and Device Manufacturers: With Expway's server solution Broadcasters can provide a rich EPG to their viewers but also generate revenue at Mobile DTV: To do banner and interstitial advertising, voting and polling, interactivity, VOD, RSS-feeds.. etc. Expway's middleware for Device Manufacturers is robust, rich in features and it has more than 20 man years development behind it. Expway's products have been deployed in more than 15+ markets in the US, Europe, Japan and Asia. For more information, please visit www.expway.com.

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