

IXONOS AND EXPWAY PARTNER TO DELIVER UNPARALLELED USER EXPERIENCE FOR MOBILE TV AND VIDEO

Ixonos joins forces with Expway, to deliver mobile TV, Internet Protocol television (IPTV) and video solutions for mobile and PC customers worldwide. Ixonos has unique experience in providing mobile solutions ranging from software integration to best-in-class user experience design and development. Expway's core competence is with TV middleware, the layer between the user interface and the device chipset. TV middleware carries the logic of the service: program guide, video-on-demand (VOD) catalogs, personal video recorder (PVR) functionalities, interactivity and different monetization models.

Together the two companies can now provide their customers, operators, broadcasters and device manufacturers, a turn-key solution for mobile TV. Ixonos will build user experience solutions on top of Expway's FastESG™ technology and these mutual solutions can then be deployed on all feature phones, smart phones, tablets and PCs and on all operating systems.

"Expway solutions are technically advanced and extensively tested which is crucial when deploying devices commercially. Their technology meets all the key requirements we see important in this domain: Convergence between unicast and broadcast networks, management of large content guides and the support of various monetization schemes. Working with Expway will allow us to deliver the best mobile TV solution to operators and device manufacturers worldwide", says Timo Kaisla, Senior Vice President from Ixonos.

"Ixonos is well known for providing best-in-class user experience solutions. Ixonos' solutions encompass all sectors of the user experience, from terminal devices and user interfaces to back end systems for mobile Internet services. We see the demand for mobile TV and video solutions growing significantly in the coming years. Our collaboration with Ixonos will allow us to offer high-standard and market-tested technical solutions on various platforms for mobile and smart phones, tablets as well as PCs", explains Claude Seyrat, Vice President, Marketing and Strategy at Expway.

Mobile TV and video is becoming an integral part of all devices and telecom operator portfolios. With this collaboration the customers of Expway and Ixonos customers can deploy the best mobile TV services on the market. Mobile video market revenues are estimated to roughly triple globally, up to 1.5 billion USD by the end of 2015.

For more information, please contact:

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About the companies:

Ixonos (www.ixonos.com) is an IT services company creating innovative solutions for mobility, social media and digital services. Together with our customers we develop products and services which let people enjoy inspiring digital experience, anyplace, anytime. Our client organizations benefit from new business opportunities and new productivity. We have offices in Finland, China, Denmark, Estonia, Germany, Great Britain, Slovakia and the U.S. Ixonos Plc is listed on NASDAQ OMX Helsinki. The company's turnover in 2009 was 93.5 MUSD and operating profit (before one-off items) 4.5 MUSD.

EXPWAY (www.expway.com) is the world leader in Mobile TV Solutions for broadcasters, telecom operators and device manufacturers. Expway's strong mission is to provide its customers with the best tools to generate more revenue with Mobile TV. Both the Server and the Device Client solutions support Rich EPG, banners and interstitials, various payment models for encrypted TV, datacasting and NRT services, pre and post roll advertising, VOD and NVOD, for broadcast or unicast. With EXPWAY's FastESG™ solution, Mobile TV is much more than just a Tiny TV.