



For Immediate Release

V4X SHOWCASES AWARD-WINNING SOLUTION AT BROADCAST 2007

Newest version of V4x Sequencer makes it preview at Feria Madrid 2007

Bordeaux, France – 22 October – 2007 – V4x, an innovative company focused on new technology to produce high quality content for mobile and interactive devices, announced it is introducing the newest version of its award-winning solution at the Salón Profesional Internacional de la Tecnología Audiovisual at the Feria Madrid from 6 - 9 November 2007, in hall 10, stand number I936.

Designed to meet the needs of broadcasters and content aggregators, V4x provides an all-in-one toolbox for producing or re-purposing content for the mobile environment, in the advent of Mobile TV. V4x makes it easy to deliver superior video and graphics for a compelling mobile viewing experience.

New features of the V4x Sequencer:

- user interface available in Spanish
- import content from other systems
- accept MXF and VC1files
- output signals to SDI or SVideo and DVBH
- play streaming video in a variety of formats including H.264, MPEG4, and 3GP
- schedule and broadcast both live and pre-recorded material for Web and Mobile TV channels

Create rich media experiences through integration with RealNetworks servers, Adobe Flash, and Microsoft Silverlight.

Add interactive graphics from the latest versions Adobe Flash and Flash Lite to the V4x Sequencer's timeline and produce eye-catching mobile content. The simple-to-use V4x Sequencer programming tools enable users to quickly and easily re-package eye-catching shows for optimal viewing on mobile devices. The straightforward workflow enables users to easily re-purpose

media from standard editing and automation systems. Looping is a snap; preset wizards and show templates simplify and accelerate production. V4x applies special overlay processes to render crisp, clean logos and graphics right on the handset. The viewer gets a rich, full-bodied and interactive experience.

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Broadcast 2007

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Meeting the Technical Challenges of a Mobile Delivery

V4x Sequencer is designed with the Web 2.0 mindset. It includes special features for tagging content for Web 2.0 and auto-streaming in a variety of formats and exporting for podcast. Formatting to meet the specific technical criteria of different delivery platforms is automatically performed in the background. The Sequencer can be accessed locally or remotely with a Web browser. V4x has multiple platform support.

For more information about V4x or for product imagery, please contact Janice Dolan at janice@zazilmediagroup.com.

About V4x

V4x applies the latest technology and innovations to developing tools, strategies and solutions for producing content for mobile and handheld devices. V4x is the first digital software platform to create and broadcast high quality shows for Mobile TV. V4x offers a unique turn-key solution. Producers can pull content from TV productions, select and edit material, and add high quality graphic overlays that will be rendered on the handset. The producer can simultaneously design and manage the navigation for interactive screens. The company is supported by the regional public institution Bordeaux UNITEC. V4x won the "Concours National 2006 d'Aide à la Création d'Entreprises de Technologies Innovantes du Ministère de la Recherche". TV Technology, one of the industry's most prestigious publications, gave the V4x Sequencer their NAB07 STAR award (**S**uperior **T**echnology **A**ward **R**ecipient). The "STAR" awards recognize preeminent technological innovations such as the V4x Sequencer.

For further information, please visit www.v-4-x.com.

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