



## V4X INTRODUCES NEW SEQUENCER AT IBC 2007

*Enhancements to Award-Winning Technology*

**Bordeaux, France – June 26 – 2007** – V4x, an innovative company focused on new technology to produce high quality content for mobile and interactive devices, is introducing the newest version of its award-winning technology at IBC 2007, held in Amsterdam from September 7 through 11 on stand M497 in the Mobile Zone. Designed to meet the needs of broadcasters and content aggregators, V4x provides an all-in-one toolbox for producing or repurposing content for the mobile environment. V4x makes it easy to deliver superior video and graphics for a compelling mobile viewing experience.

### **V4x Sequencer**

The newest version V4x Sequencer offers the ability to schedule and broadcast both live and pre-recorded materials for web and mobile TV channels. Interactive graphics from the latest Adobe Flashlite and Flash can be added in the V4x timeline to produce eye-catching mobile content. It's easy to import content from other systems and the new Sequencer now accepts MXF and VC-1 files. V4x Sequencer makes looping a snap; preset wizards and show templates streamline the workflow. V4x applies special overlay processes to render crisp, clean logos and graphics right on the handset. The user gets a rich, full-bodied and interactive experience.

### **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 including H.264, MPEG4, 3GP. V4x Sequencer can output signal to SDI or S-Video but also supports DVB-H output. 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.

**About V4x**

Founded in 2006, V4x applies the latest technology and innovations to developing tools, strategies and solutions for producing content for mobile and handheld devices. The company is supported by the Region Aquitaine public institution. V4x has been awarded the "Concours National 2006 d'Aide à la Création d'Entreprises de Technologies Innovantes du Ministère de la Recherche" “

TV Technology, one of the most prestigious publications in the industry, honored the V4x Sequencer with their NAB07 STAR award (Superior Technology Award Recipient). The STAR awards are designed to recognize preeminent technological innovations such as the V4x Sequencer..

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