



Broadcast Asia 2007 Previews

V4X EXHIBITS WITH MAGNA SYSTEMS AT BROADCAST ASIA 2007; SHOWCASING AWARD WINNING MOBILE MEDIA TECHNOLOGY

V4x Sequencer, the smart, turnkey solution for producing mobile video content makes its Broadcast Asia debut

Bordeaux, France – May 28 – 2007 – V4x, an innovative company focused on new technology to produce high quality content for mobile and interactive devices, will be showcasing their latest products on the Magna Systems & Engineering stand (7D2-01) at Broadcast Asia 2007, held in Singapore from June 19 through 22. Designed to meet the needs of broadcasters and content aggregators, V4x tackles the challenges of producing for the small screen. The V4x tools streamline the entire production process to deliver superior video and graphics for a compelling mobile viewing experience.

V4x Sequencer – The Mobile TV Factory and NAB 07 STAR Award Recipient

The new V4x Sequencer represents a product break-through for content producers who want to capitalize on the potential of the mobile video market, whose explosive growth is lead by the Asia-Pacific region. With V4x, it's never been easier to produce high quality, interactive Web and mobile channels. Eye-catching shows can be produced in the V4x timeline in record time. Content from broadcast editing and automation systems are easily incorporated. Looping is 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.

The STAR awards are designed to recognize preeminent technological innovations such as the V4x Sequencer. A panel of judges consisting of TV Technology editors and columnists nominate products and services based on technical applications and overall contribution to the industry. Well known among television broadcasters, TV Technology is one of the most prestigious

publications in the industry and the nod of excellence has affirmed the excitement around the new V4x Sequencer product.

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. Backed by the sales and technical support of Magna Systems and Engineering, V4x offers a simple, elegant and affordable solution that is unmatched in the industry.

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 "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."

Press Only

Janice Dolan, Zazil Media Group

janice@zazilmediagroup.com

Tel: +1 (617) 817 6595