



***V4X Mobile TV Factory at Mobile World Congress 2008, Barcelona.
Next generation of Mobile interactive TV now!***

Bordeaux, France – December 16 – 2007 – V4x, an innovative company focused on new technology to produce high quality content for mobile and interactive devices, is showcasing its avant garde technology at the Mobile World Congress 2008 (Formerly GSM), held in Barcelona from February 11th to 14th 2008 in the French Pavillion, Hall 2 booth 2G51.

V4x Sequencer

V4x Mobile TV Factory, engaging viewers with rich media–interactive content.



V4x Mobile TV Factory is a technology platform that equips content creators, television stations, and mobile operators with the capabilities to produce compelling and interactive video content for viewing on mobile phones. Active audience participation and new services/e-commerce outlets make Mobile TV the first true interactive TV service. Most content owners have little time for research or experimentation and building an interactive application is resource intensive. The V4x Mobile TV Factory platform is the easiest and fastest time-to-market way to build a Mobile Interactive TV channel with a stable, recurring, and scalable revenue stream.

Create rich media experiences through integration with Adobe Flash and Java technologies.

Users can import Adobe Flash files 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 television standard editing and automation systems. Looping is a snap; preset wizards and show templates simplify and accelerate production, combining video, audio, graphics and interactive elements in a single sequence. The viewer gets a rich, full-bodied and interactive experience, through target client players based on Java or FlashLite technologies.

V4x Sequencer is the first player for OMA-BCAST interactive services for DVB-H.

V4x Mobile TV Factory provides the back office infrastructure - managing the delivery of multiple formats. Key features include:

- Simplified creation of sequences of clips by repurposing your existing content
- "live" or "post production" video reframing and image enhancement with Smart Zoom
- Insertion of interactive graphics for output in OMA-BCAST profile or FlashLite
- Automatic ad insertion
- Simultaneous mixing of "live" and "pre-recorded" sequences



- Video/Streaming outputs to DVB-H, DVB-SH or TDMB systems or 3GP/Mpeg4 3G streaming
- Automatic creation of files in multiple formats for VOD

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 award is designed to recognize preeminent technological innovations such as the V4x Sequencer.

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