



NAB Preview

V4x Interactivity Services Manager for Mobile TV

Introduced at NAB 2008

Includes insertion of contextually relevant, interactive elements into OMA-BCAST / IPDC for DVB-H, 3G and other mobile profiles

Bordeaux, France — March 25, 2008 — V4x will showcase its new aggregation platform for producing and distributing interactive services for Mobile TV at NAB 2008 in Las Vegas, NV, April 14-17. The new technology will be demonstrated at CloseVU Mobile TV Factory stand SU5022.

V4x Interactive Services Manager provides the platform and infrastructure for aggregating and managing the delivery of interactive scenes in OMA-BCAST / IPDC profile for DVB-H, 3G and other Mobile TV standards. The V4x software makes it possible to insert contextually relevant, interactive elements into mobile content with minimal effort. The ability to associate interactive graphics and advertising in a meaningful way with content greatly improves the prospects for longer viewing times and additional revenue generation.

V4x simplifies the production of interactive, contextual elements with its easy-to-use templates for creating synchronized links, polls, tickers and other

participatory components. The approach is straight-forward - requiring minimal investment and placing few demands on personnel and content creators.

V4x Interactive Services Manager reduces the complexity in the interactive services value chain between content creators, television stations, service providers and mobile operators. Services for managing transactions with ad servers and CRMS can be handled seamlessly with V4x, including reporting and analytics. With transactional capability and content-specific interactivity, there are new opportunities for brand building and revenue growth.

Key features of the V4x Interactive Services Manager

- Real-time aggregation of **live, contextual interactive services** enhancing Mobile TV channels.
- **Catalogue of services.** Shell templates are provided for SMS/MMS, Participation TV, Voting, Interactive web links, ads, RSS info tickers etc.
- **Synch interactive elements with content.** Operator can mix live or scheduled synching.
- **Single or shared services** - V4x Interactive Services Manager can be supplied for a single customer or as a collaborative platform for shared services for Application Service Providers (ASP). All functionality can be accessed by authorized users through a web client.
- **Transaction Hub** - V4x Interactive Services Manager acts as a communications manager with Ad Servers, SMS/MMS gateways, CRM and other services and providing advanced reporting and analytics.
- **Interface with ESG Servers** for Mobile Broadcast deployments.
- Compliant with Mobile broadcast standards such as **OMA-BCAST, OMA-RME, DVB-IPDC** and a range video and graphic engine handset technologies: **Java/JSR, LAsER, Flash Lite, SVG** etc.
- **Documented API** available for the development of custom applications and interfaces.

About V4x

Launched in 2006, the V4x Mobile TV Factory is a unique technology platform for producing interactive video channels for mobile and web. The V4x Mobile TV Factory provides the back office infrastructure for aggregating and managing the delivery of OMA-BCAST interactive services, Adobe Flash and Flash Lite interactive video channels, and video streaming outputs to DVB-H, DVB-SH or T-DMB or 3GP/Mpeg4 3G systems.

V4x has won several awards : - "Concours National 2006 d'Aide à la Création d'Entreprises de Technologies Innovantes du Ministère de la Recherche" - TVTechnology's NAB 2007 STAR award (Superior Technology Award Recipient).

For further information, please visit our website at www.v4x.com

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