



Radio Suisse Romande Implements V4x

Producing Interactive Content with V4x Sequencer for Flash

Bordeaux, France — March 31, 2008 — V4x has announced that public broadcaster Radio Suisse Romande (RSR), is using V4x Sequencer for Flash to produce and publish interactive content. V4x Sequencer for Flash is being used as an integral part of RSR's trial efforts to develop new methods to produce interactive content for delivery to the web and new media platforms such as mobile and DAB.

In its initial phases, V4x Sequencer for Flash will be used to enrich content for interactive content originally produced by RSR's radio network channels. V4x Sequencer simplifies the process of adding interactive sequences and elements that catch and hold a viewer's attention -- video links, interactive quizzes, polls and graphics.

The newly developed V4x iTV Factory for Adobe Flash and Flash Lite offers a straight-forward workflow using the timeline in the V4x Sequencer to produce shows and content channels. It's a simple process to use Flash overlays to create interactive video for the Web (Adobe Flash and Media Players) and for Mobile devices (Adobe Flash Lite). V4x includes template-based graphic branding as well as tools for interactive video overlays. Plug-ins allow for effortless template customization in Adobe Flash CS3.

About Radio Suisse Romande

Radio Suisse Romande (RSR), headquartered in Lausanne, Switzerland is a public broadcaster operating 4 French-language radio channels. La Première channel specializes in news, talk and general programming; Espace 2 focuses on cultural issues and classical music; Couleur 3 focuses on youth-oriented programming; Option Musique focuses on “ hit” music.

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 including "Concours National 2006 d'Aide à la Création d'Entreprises de Technologies Innovantes du Ministère de la Recherche" and TVTechnology's NAB 2007 STAR award (Superior Technology Award Recipient).

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

For press information please contact:

Janice Dolan, Zazil Media Group

(p) +1 (617) 817 6595

(e) janice@zazilmediagroup.com