



NAB Preview

V4x iTV Factory for Adobe Flash and Flash Lite Debuts at NAB 2008

Fast project creation for Interactive TV, Web and Mobile

Bordeaux, France — March 18, 2008 — V4x, an innovative software platform for mobile content creation, will showcase its new product suite for Adobe Flash and Flash Lite at NAB 2008 in Las Vegas, NV April 14-17 at stand SU5022.

V4x iTV Factory for Adobe Flash and Flash Lite

V4x provides a unique production platform for content creators, mobile operators and television stations to easily and effectively repurpose, assemble and enrich multimedia content, sequences and programming for delivery to Web Content Delivery Networks (CDNs) and Mobile Operators. V4x provides the easiest and fastest way to provide high quality, interactive, programming channels that leverage the audience participation and e-commerce opportunities of the web and mobile environment.

The newly developed V4x iTV Factory for Adobe Flash and Flash Lite offers a straightforward workflow using the timeline in the V4x Sequencer to produce shows and content channels. It's easy 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. Looping is a snap and

show templates speed the production process. The V4x platform offers a smart way to aggregate, organize and distribute content. Essential metadata, such as program names, dates, durations, authors and more, are embedded with the content. Content-related interactive sponsorships and ads can be automatically inserted into program streams.

About V4x

V4x Mobile TV Factory is a unique technology platform for producing interactive video channels for mobile and web. 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 magazine'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