



V4x exhibits at CommunicAsia - Singapore

Mobile Content Village, French Pavilion - CommunicAsia, Singapore 17-20 June 2008

Bordeaux, France — Tuesday May 27, 2008 — V4x, an innovative company focused on new technology to produce high quality content for mobile and interactive devices, will be showcasing their latest products in stand (3G1-14) at CommunicAsia 2008, held in Singapore from June 17 through 20. Designed to meet the needs of broadcasters and content aggregators, V4x tackles the challenges of producing interactive services for the small screen. CommunicAsia is the regions premier ICT event, over 60,000 industry professionals setting the stage for a convergent world.

V4x Interactivity for DVB-H/3G OMA BCAST - V4x Mobile TV Factory provides the back office infrastructure for aggregating and managing the delivery of interactivity in OMA-BCAST profile, offering a unique catalogue of services such as votes, quizzes, one-click SMS or Internet Links.

V4x for Adobe Flash and Flash Lite- Produce easily and quickly interactive video channels for Mobile and WEB. Synchronize interactive graphic overlays in synch with the video with one-click interactive links to get to more content, promos, or eCommerce sites. Create program loops in a snap by using V4X wizards to generate sequences with automatic clip insertion, top and tail animations.

The newly developed V4x for Adobe Flash and Flash Lite offers a straight-forward workflow using the timeline in the V4x Sequencer. 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 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

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