



V4x OnAir Widgets for Web and Mobile debut at IBC 2008

Easy-to-Integrate WEB and Mobile interactive applications

Bordeaux, France — July, 2008 — V4x, an innovative developer of interactive software platforms for mobile and web content distribution, will showcase new OnAir Widgets for the first time at the IBC 2008 convention held in Amsterdam, from September 12 – 16, in the Mobile TV Zone at stand M398.

The new V4x OnAir Widgets application is designed to monetize media and maximize viewer retention through interactivity for Web TV and Mobile.

Each Widget component is a visual building block facilitating a specific viewer interaction: **ad overlays with in-video cue points, One click Flash sponsorships pre-rolls to video clips, quizz-polls relating to the current program, SMS scenarios and more.** V4x OnAir Widgets Toolkit offers a unified design specification, including aesthetics, to lend a sense of overall cohesion among various parts of the WEB or Mobile media player.

Ideal for sports, live or near-live portals, music channels, newscasts re-purposing, radio and theme shows such as cooking, shopping, or reality TV, V4x OnAir Widgets offer broadcasters:

- Straight-forward content repurposing from TV/Radio production systems; high degree of automation
- Simple integration with websites and players; easy production of new “made for mobile” channels
- Off-the-shelf revenue generation scheme built into each widget component: broadcasters can start “making money immediately”
- Audience retention: 360° media strategy follows the viewers wherever they go: TV, WEB & Mobile
- Viral design concept allows; widgets can be shared and embedded in other web outlets
- Measure usage; allows broadcasters and retailers to know and track their audience with analytics tools.

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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