



V4x Interactive Factory for Mobile & Web Video @ Barcelona's Mobile World Congress

*Turnkey production platform provides contextual, interactive services
for mobile and web video channels across multiple platforms*

Bordeaux, France — February 4, 2009 — V4x, an innovative software developer for digital media solutions, will showcase the latest generation of the V4x Interactive Platform for enhancing mobile and web video with rich-media interactivity at the Mobile World Congress 2009 (formerly GSM), held in Barcelona from February 16 to 19th. V4x will demonstrate the complete workflow and toolset of the V4x Interactive Factory Version 2 in the French Pavilion, Hall 2 booth 2F49. Visitors to the stand will see just how easily V4x can be used to create and schedule one-of-a-kind, interactive programs and channels that create “must see, must click” user experiences that boost viewing and create “stickiness” and community engagement while generating revenues.

Catch-up Programs, Sports, Live on Mobile Interactive TV

The V4x Interactive Factory provides a turnkey platform to deliver compelling interactivity to a broad range of live and on-demand programming services without additional, expensive infrastructure or increased manpower commitments. With V4x, it's quite simple to repurpose video for Catch Up TV on the web or on mobiles. For live video on social networking sites or sports channels, it takes just a few clicks to place interactive layers over and around the video.

Multi- Platform Delivery

V4x can automatically deliver your content across multiple platforms, including mobile video and web, 3G streaming, mobile broadcast TV and IPTV.

V4x offers an enterprise solution with a platform for sharing production, scheduling and

monetizing assets. This collaborative platform greatly reduces the complexity in the interactive value chain between content creators, TV stations, service providers and mobile operators. V4x transaction hub offers built-in connectors to ad servers, mobile service gateways, CRS, CMS and other services.

Smart Tools for Interactivity

V4x has a complete set of easy-to-use, web-based, professional authoring tools for enriching content with contextual interactivity. The V4x toolset streamlines the workflow, making it easy and cost-effective to build channels and to repurpose television programs and add dynamic interactive elements like polls, “click to buy” ads and games that will attract and hold viewers. Tools to generate synchronized, graphical overlays can be used to create any number of specialized “made for mobile” programming channels that will generate revenue.

V4x has automated workflows for importing and incorporating new materials to help reduce production time and effort. The smart templates in V4x for creating SMS/MMS, voting, ads, interactive links, RSS and ticker information are user-friendly. The V4x API is fully documented, allowing for the development of custom applications and interfaces.

About V4x

V4x is the innovative software developer of the V4x Interactive Factory Platform, which enables content producers, telecom operators and services providers, to create, manage and deliver compelling, synchronized contextual interactivity for video. The V4x Interactive Factory provides a set of authoring tools and the back office infrastructure for delivering video channels and interactive services to multiple platforms such as Adobe’s Flash, Air and Flashlite, Apple iPhone and Blackberry Smartphones, Mobile Broadcast TV and Mobile Video 3G services.

V4x customers include telecom operators such as Orange FT, entertainment groups such Luc Besson’s film production company EuropaCorp and Partouche Casinos, and media companies such M6 WEB and Radio Suisse Romande.

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 the TV Technology’s NAB 2007 STAR award (Superior Technology Award Recipient). In 2008 V4x was selected as a participant in the prestigious Orange FT Start-Up Program. V4x is a member of the Open Mobile Alliance (OMA) and the Mobile Digital Television / Advanced Television Systems Committee (ATSC).

For press information, please contact:
Janice Dolan
Zazil Media Group
(p) +1 (617) 817 6595
(e) janice@zazilmediagroup.com