



V4x Launches V-Live, Rich-media Interactivity for Live Events.

V-Live enhances live video on web and/or mobile with rich- media interactivity for monetization & viewers participation. .

Bordeaux, France — January 14, 2009 — V4x, an innovative developer of interactive media platforms for enhancing mobile and web video with rich-media interactivity, today launched V-Live, a toolset which simplifies the addition of interactivity to live video feeds for web and mobile services. V-Live offers multiple types and levels of interactive and social networking services that can extend and surround content while generating additional revenues on the web and mobile devices.

V-Live creates a unique, interactive experience for live video events that engages web and mobile viewers beyond typical VOD or passive linear broadcasts. With real-time interactive participation through polls, games, voting, catch-up clips on-demand and related content contributions, live shows are more interesting. Viewers stay longer by offering them where-to-click choices, and content providers have several ways to monetize their shows.

V-Live is ideal for live sports, concerts, conventions or corporate meeting, video boutiques, live talk-shows and radio.

V-Live key features & benefits:

- **Multi-location, Multi-user.** From any location, either remote or onsite, producers, who need no technical background, are able to run any show and push one-click graphic clickable overlays, quizzes, polls, banners, logos, RSS tickers.
- **Moderated chat.** Chat with moderation panel to avoid unwanted or abusive language, etc
- **Real-time Preview.** A real-time preview window gives the producer a simulated look at how the finished content will appear on the web or the mobile handsets.

- **Mix live feeds and pre-recorded video clips.** V-Live allows remote switching from live to pre-recorded clips. Producer can insert pre-recorded clips into the live stream such as commercials during breaks. It's also possible to offer a mix of linear and non linear programming by letting viewers switch anytime back and forth from live to VOD files.
- **Social networking monetization.** Monetize the community through off-the-shelf revenue generation schemes for sponsorships built into each widget component of social networking such as chats, polls, quizzes.
- **New advertising opportunities.** Entice Sponsors with lower-third overlays with one-click interactive links to access more content, promos, or e-Commerce sites.
- **Web-to-Mobile/ Mobile-to-Web.** 360° media strategy follows the viewers wherever they go. Viewers can get "Web-to-Mobile" or "Mobile-to-Web" download links through premium SMS.
- **Dashboard.** Back-office real-time measurement of clicks, computation of votes, analytics and reports.
- **Easy integration.** V-Live can be a simple extension of current CDN services, with straight-forward integration with websites and media players.

About V4x

The **V4x Interactive Media Platform** is a powerful online production and management system for creating, managing and delivering compelling **synchronized contextual interactivity** for video. It provides a single the back office infrastructure for producing and delivering video channels and interactive services to multiple Rich Media platforms such as Adobe Flash and FlashLite, on the WEB, Mobile Broadcast TV and Mobile Video 3G services.

V4x is active in Mobile Digital Television as a member of Open Mobile Alliance (OMA) and the Advanced Television Systems Committee (ATSC), and has won several awards including "Concours National 2006 d'Aide à la Création d'Entreprises de Technologies Innovantes du Ministère de la Recherche" and TV Technology's NAB 2007 STAR award (Superior Technology Award Recipient).

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

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