



IBC 2009 Show Announcement

ProConsultant Informatique Partners with V4x for Interactivity Improved monetization for broadcasters on web and mobile platforms

Integrated, interactive elements and social networking bring new revenue and enhanced audience participation with unique quizzes, polls and chats.

Amsterdam, Netherlands – September 9, 2009 – ProConsultant Informatique, the forward-thinking developer of business management solutions for broadcast and cable networks, today announced a technology partnership with V4x, the pioneering developer of interactive web and mobile tools for content providers. The ProConsultant Informatique flagship business management solution for television broadcasters, LOUISE, integrates V4x Interactive Factory production technology, allowing broadcasters to easily add interactivity to their web and mobile content, enhancing audience engagement and offering new revenue streams. In addition to expanding web and mobile viewer loyalty, broadcasters will extend brand and revenue opportunities using customized, interactive elements and social networking with polls, quizzes, contests and moderated chat that are tailored to fit their content. Demonstrations of this unique LOUISE / V4x integration will be shown at IBC in Amsterdam Exhibition from September 11 thru 15, 2009 on the ProConsultant Informatique stand 2B21 in the RAI Centre.

The LOUISE system manages content rights and metadata across multiple channels for television and cable operators throughout the world. LOUISE acts as the heart of the operation, managing content for both standard broadcast distribution and repurposing across alternate channels including VOD, mobile and web. By integrating with tools from V4x Interactive Factory, LOUISE customers can now easily produce and add new, interactive elements to the programs when they are exposed on these new digital platforms. LOUISE manages the primary content and V4x provides the interactive widgets and delivery platform to WEB Flash Interactive Players and Apple iPhones and other devices. The integration has already been successfully deployed during live programming by *Public Sénat*, the French public-interest television channel devoted to political news and discussion.

“There is a powerful combination for broadcasters – increased audience participation along with revenue enhancement when you join the LOUISE system with tools from the V4x Interactive Factory,” said Hervé Obed, founder, ProConsultant Informatique S.A. *“The seamless integration with LOUISE creates a unique workflow where producers can add audience participation and “go interactive” on the web with just*

a few clicks. iPhone and other platforms to help monetize content. This LOUISE / V4x partnership demonstrates how the robust architecture and management flexibility of LOUISE can be extended to include new, innovative technologies such as those available from V4x.”

“The V4x integration with LOUISE dramatically expands the monetization opportunities for broadcasters,” said David Amselem, founder and CEO of V4x. “The ease of adding interactivity and social networking with V4x tools means that content providers can leverage their content and create new bonds with their audiences to garner new revenue. And because it’s done within the framework of LOUISE, there’s a big return on investment with minimal expenditure. The combination provides a unique, streamlined workflow for television channels to address new media services like Catch-up TV and ‘play along’ interactive services in web and mobile while programs are being shown on-air.”

The set of V4x Interactive Factory widgets allow users to interact with content; the new “facebook enabled” widgets create a ‘social television’ scenario allowing fans to post on their pages. The V4x offers sets of widgets that allow users to interact with content; votes, quizzes, polls, contests, and video clickable overlays and the V4x platform delivery for fan-sharing through facebook pages and for delivery to WEB Flash Interactive Players and Apple iPhones and other platforms.

In a further effort to help monetize content, ProConsultant Informatique also plans to integrate their full-featured sales system CINDY with the V4x Interactive Factory. This integration would allow sales teams to create cross-platform sales packages to include spot placements and billing for both linear and non-linear uses. Already a strong sales optimization tool for linear workflows, CINDY would also schedule and feed spot placements to V4x for exhibition on non-linear platforms; CINDY would verify advertising usage and billing for the combined multi-media packages.

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 and Portugal Telecom, 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 other awards including "Concours National Création d'Entreprises - Ministère de la Recherche" and the TV Technology’s NAB 2007 STAR award. In 2008 V4x was selected as a participant in the prestigious Orange FT Start-Up Program. In 2009, V4x Wins Honors at LeMobile 2.0. V4x is a member of the Open Mobile Alliance (OMA) and the Mobile

Digital Television / Advanced Television Systems Committee (ATSC).

About LOUISE – Rights Management and Program Scheduling

LOUISE is a dynamic, fully integrated information system for managing and scheduling media programming assets whether it's a mid-size television station or multi-channel, multi-media enterprise operation. LOUISE incorporates essential program information in its centralized database including rights, contracts, scheduling and all associated metadata through its life-cycle. The scheduling grid interface is straight-forward and intuitive. It can be easily configured to meet individual workflow needs. Designed to handle a broad range of situations, the logging tool allows secondary-event scheduling. Built on open standards, LOUISE serves as a control and information hub for data exchange. The powerful Search and Report module quickly responds to multiple levels and categories of queries. Customized reports and analyses are generated dynamically to reflect the latest information with preferred fields and views. LOUISE can be easily integrated with third party systems – from ingest cameras and devices to automation systems or publication services and archive systems. In addition to improved efficiencies in scheduling, planning and analysis, LOUISE provides a reliable, robust framework to maximize all aspects of the digital workflow chain.

About ProConsultant Informatique

ProConsultant Informatique S.A. develops state-of-the-art business management software for media organizations. Based in Metz, France, the company's flagship scheduling software LOUISE and its air time sales/traffic system CINDY are enterprise solutions offering straight-forward, intuitive workflows with a sophisticated infrastructure that provides maximum control and access to information and metadata for management, data exchange, analysis and reporting. With more than a decade of experience, reliability and a proven track record in nearly 200 television and multi-media organizations worldwide ProConsultant exemplifies excellence in innovation and performance.

For more information, please visit <http://www.proconsultant.net>

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