



V4x adds interactivity to Public Sénat coverage

One-click interactivity gives viewers easy, direct participation in live panels during the French trade show Salon de l'Agriculture.

Bordeaux, France — February 23, 2009 — V4x, an innovative software developer for digital media solutions, is providing a unique, interactive platform for viewer participation to *Public Sénat*, the French public-interest television channel devoted to political news and discussion, during the trade exhibition Salon International de l'Agriculture. The event, focused on economic, trade and other issues related to agriculture, is a magnet for politicians. The late February show runs in Paris and is expected to draw more than half a million visitors.

Public Sénat will broadcast 20 hours of debate and moderated panels direct from the exhibition and V4x will provide the technology for viewers to directly interact in the discussions. During broadcasts on February 23 and 24th, panel moderators will pose questions directly to the viewing audience (on TV and on the Internet) asking them to offer their opinions by using the V4x player which appears on www.publicsenat.fr, the home page for the *Public Sénat* web site. The questions and choice of answers are displayed in the V4x player and viewers simply click a button to indicate their choices. The responses are immediately available to *Public Sénat* giving moderators direct insight into viewer attitudes which can be used to help guide the discussions.

This deployment of V4x technology to provide interactive polling of viewers represents the first time *Public Sénat* has offered this type of engagement and reinforces the channel's efforts to expand its mission of public awareness via new methods.

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).

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