



## **V4x Debuts @ IBC 2009**

### **Interactive “Social Radio” Player for the WEB and iPhone**

*Interactivity, Chat, Quizzes, Contests and Video improve  
monetization for Radio Streaming Channels..*

**New York, USA** — August 26, 2009 — V4x, the pioneering software developer focused on providing high-quality interactive OnAir Widgets for web and mobile services, will demonstrate its new “Social Radio” interactive web player, which offers webcasters new revenue opportunities through social networking, at the IBC Exhibition held in Amsterdam from September 11-15, 2009. The V4x interactive web player provides a customized interface that extends the user experience, allowing users to fully participate in the streamcast – beyond traditional programming – with interactive widgets like live, moderated chat; quizzes and polls; animated banners, even live in-studio videos or channel events. Live demos featuring the V4x “Social Radio” player will be shown in Hall 2 – Stand 2.B31 at the RAI Conference Center.

The “Social Radio” player brings tremendous advantage to streamcasters by making it easy to add interactive elements that move the listener from a passive experience to participatory engagement. The interactivity extends online time and allows operators to share in the loyalty-building and new revenue opportunities surrounding the social networking communities. The additional revenue streams provide effective ways to better monetize the costs of content production and streaming. The “Social Radio” player can be customized to meet the style and preferences of the channel operator. Set-up is easy and ongoing operation requires no special technical skills; most functions can be automated, and DJs can easily moderate chats and launch votes, quizzes and contests.

On the floor at IBC, demos of the V4x Interactive Widgets integrated within Social Networks such as Facebook, and Twitter, and V4x’s new, customizable iPhone app. The full range of

products from V4x Interactive Factory products, which include authoring tools, multi-platform delivery capability and back-office platform integration that allows content producers to engage viewers in innovative richmedia interactive experiences that improve viewer experiences and revenue opportunities.

### **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 Antena3, BFM TV, M6 WEB, Public Sénat and Radio Suisse Romande.*

*V4x has won several other awards including "Concours National Création d'Entreprises - Ministère de la Recherche" in 2006 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).*

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