



V4x Wins Honors at LeMobile 2.0

Judges cite quality of vision and innovation of the V4x Interactive Factory platform.



Bordeaux, France — March 17, 2009 — V4x, the pioneering software developer focused on providing high-quality interactive content for web and mobile services announced today that V4x has been honored by the Le Mobile 2.0 conference which was held in Paris, March 10-11, 2009. V4x was one of four companies honored at the annual gathering of new technology companies, leading manufacturers and investors. The jury panel, comprised of representatives from Sofinnova, Forum Nokia, Orange and ServicesMobile.fr. issued the award based on the quality of vision, positioning to meet market needs and the quality of innovation demonstrated by V4x and its products. More information about LeMobile 2.0 can be found at <http://www.lemobile20.fr/2009>

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.

In addition to the recognition from LeMobile 2.0, V4x has won several other 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. 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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