

Media Excel and UDcast Complete Interoperability Testing for MobileTV DVB-H Solutions

Proven interoperability will bring greater flexibility and expand choices for DVB-H Mobile TV service providers

AUSTIN, TX and SOPHIA-ANTIPOLIS, France -- February 7, 2008 – [Media Excel](#) Inc., a leading provider of Next-Generation Transcoding Appliances for [MobileTV](#), [WebTV](#) and [Digital Media](#) and UDcast, a global provider of wireless IP broadcast solutions, announced today they have successfully completed interoperability testing with the companies' respective DVB-H solutions.

The interoperability between Media Excel and UDcast will enable increased flexibility for DVB-H network providers and further establish Media Excel's leadership in the MobileTV DVB-H transcoding market.

"UDcast is committed to creating an ecosystem to deploy DVB-H Mobile TV services and the interoperability tests with Media Excel are another step towards giving service providers the necessary technology options to successfully launch Mobile TV," said David Richardson, vice president, business development, UDcast. "Together with Media Excel, we expand the market for future growth."

"We are very pleased with our collaboration with UDcast and are very excited about developing a relationship with a respected expert and leader in the DVB-H market," said Thanasis Iatrou, president and CEO of Media Excel. "This relationship and validation with UDcast will increase the number of compatible solutions available to DVB-H solutions providers and help solve a common issue in the market: lack of validated compatible solutions."

Media Excel's Next-Generation Transcoding appliances, recent recipient of the [2008 Frost & Sullivan Award for Product Innovation](#) in World Video Encoders & Transcoders Market, are being used today by the largest MobileTV content aggregators in the world, broadcasters and service providers.

UDcast's technology is in 70 percent of the world's Mobile TV deployments including the first commercial deployments in Finland, Italy, India, Philippines and Vietnam. The company is a pioneer in the creation of Mobile TV standards (DVB-H, DVB-SH) that have enabled the Mobile TV ecosystem to develop through its partnerships with major telecom and broadcast infrastructure providers.

Media Excel will demonstrate their unique DVB-H solutions at Mobile World Congress 2008, February 11-14 at the Fira De Barcelona, Spain. Media Excel exhibiting at Hall 7, Booth F45.

About UDcast

UDcast is a leading software company providing IP broadcast solutions for the delivery of content to a broad range of devices over existing and emerging wireless networks worldwide. UDcast's Mobile TV technology is a key component in the end-to-end solutions from major systems providers including Motorola, Nokia, NSN, Alcatel-Lucent, Tandberg-Ericsson, Cisco-Scientific Atlanta, Harris Broadcasting and others. UDcast's satellite-aware IP appliances are widely deployed at thousands of sites around the globe. The Company was recognized in 2007 as a leading European technology company by the prestigious Red Herring Hot 100 award. The Company maintains its global headquarters in Sophia-Antipolis, France with offices in the USA, Spain, Algeria and Italy. For more information, visit www.udcast.com.

About Media Excel, Inc.

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV and Digital Media. Winner of the 2008 Frost & Sullivan Award for Product Innovation in World Video Encoders & Transcoders Market. Enabling the any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000. To contact Media Excel, write to sales@mediaexcel.com or visit <http://www.mediaexcel.com>.

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