

**EXPWAY,
provider of Electronic Content Guide software solutions,
raises 3.5 millions Euros and welcomes CDC Entreprises
Innovation**

Paris, October 5, 2004 –

EXPWAY today announces that it has raised 3.5 million Euros with its historical shareholders, namely C-Source, TechFund Capital Europe, FCJE and Champagne Ardenne Croissance, and with a new comer in its capital, CDC Entreprises Innovation.

EXPWAY develops and commercialises a new generation of Electronic Content Guides (ECG) software solutions for mobile phones and digital TV, aimed at facilitating and speeding-up multimedia content searching. Based on an efficient manipulation of XML-based meta-data (data describing multimedia content), EXPWAY's historical technology, EXPWAY ECG solutions allow Content Providers to better value their growing offers, Operators to personalize and promote the most relevant multimedia contents and users to intuitively navigate and locate what they like.

Thanks to EXPWAY ECG solutions, Operators will benefit from a complete tool to package, encode, transmit and render meta-data specifically adapted to constrained devices such as mobile phones or TV set-top-boxes. Transmitted meta-data allow the user to select searched content with a minimum of "clicks".

The underlying technology is as innovative as the now renowned Internet search engines such as Google*, without which could live anymore. Whether it is audio, video, games, images or ring-tones contents, whether it is available on demand or live (e.g.: TV programmes), EXPWAY solutions facilitate their promotion to final users allowing Operators and Content Providers to generate additional revenues. Two versions of ECG solutions already exist for GPRS and ADSL networks. Three new versions are being developed, dedicated to digital satellite / cable TV, terrestrial TV and mobile terrestrial TV (DVB-H).

The raised funds will enable EXPWAY to complete its product development shift initiated one year ago and to continue its commercial developments.

"EXPWAY's paradigm is simple: how can we divide by 10 the search time for a piece of multimedia content on a mobile phone or a TV set-top-box?" explains Antoine Weil, Chief Executive Officer. "The whole multimedia value chain is affected by EXPWAY products, from Content Providers, Network Operators, Application Editors to Device Manufacturers" comments Daniel Balmisse, Managing Partner at CDC Entreprises Innovation.

EXPWAY was created in 2000 by Cedric Thienot and Claude Seyrat, two experts of XML technologies. They both actively contributed to the definition of MPEG 7, TV-Anytime and DVB-GBS (digital video broadcast) standards. EXPWAY has 15 employees and continues its standardisation efforts within DVB, W3C, MPEG and TV-Anytime.



EXPWAY is one of the leading providers of Electronic Content Guide (ECG) software solutions dedicated to mobile and TV networks. It draws its expertise from its proven and world-class patented binary XML technology, BinXML™, already adopted as the binary XML transport format by MPEG-7, TV-Anytime, DVB and ARIB standards. EXPWAY solutions are suitable to constrained environments and devices such as digital TV set-top-boxes or mobile phones. EXPWAY was created in 2000 and is headquartered in Paris.

www.expway.com

CDC Entreprises

Innovation

CDC-ENTREPRISES Innovation is the Venture Capital arm of the CDC-ENTREPRISES Group focussing primarily on early stage companies with strong growth perspectives based on technological innovation.

CDC-ENTREPRISES INNOVATION is currently managing more than 425 M€. Its favourite investments sectors include Information and communication technologies, semi-conductor and life science industries.

For more information: <http://www.cdcinnov.com>



TechFund Capital Europe is a venture capital firm focusing on early stage technology companies in Europe. TechFund invests in core and enabling digital media, networking, communications, and energy technologies. TechFund leverages its network of strategic partners including Thomson, Thales Group, EDF, and TechFund Capital, its California sister fund, to proactively assist its portfolio companies in their development. TechFund Capital Europe is headquartered in Paris and invests primarily in France and Germany.

www.techfundcapitaleurope.com



The Fund **C-Source** is one of 3 FCPR created by I-Source Gestion in 2000, sponsored by I-Source Gestion by CDC-Entreprises, AXA Private Equity, INRIA-Transfert and Science Pratique. As the other funds managed by I-Source Gestion, C-Source concentrates its investments in very early stages of new companies. C-Source focus is on multimedia technologies for entertainment applications as well as professional applications and consumer markets.

www.isourcegestion.fr

CDC Entreprises

FP Gestion

Fonds de co-investissement
pour les jeunes entreprises

Created in February 2002, **FCJE** (Joint Investment Fund for Young Enterprises) consists of 90 million euros equally invested by the French state, the European Investment Fund, and France's Caisse des dépôts et consignations. The objective of the FCJE is to take minority interests in French high-tech companies that are less than seven years old, at the request of and alongside investment funds operating in countries in the European Union.

For more information, please visit www.fpgestion.fr

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