



Discretix, DiBcom & Expway Demonstrate Complete Mobile TV Reference Design at 2009 Mobile World Congress

Three-Way Alliance Gives OEMs a Pre-Integrated Solution Featuring DiBcom Mobile TV Receiver, Expway Electronic Service Guide and Discretix Security Client

2009 MOBILE WORLD CONGRESS / BARCELONA, SPAIN — (DATE) — Three leaders in the burgeoning mobile TV market—DiBcom, Expway and Discretix—today announced the debut of an end-to-end, standards-based mobile TV reference design, that will be on display at the 2009 Mobile World Congress. The design, being exhibited at both the DiBcom and Expway booths, is a vertically integrated and highly secure receiver/ESG package that can reduce both risk and time-to-market for mobile device OEMs interested in capitalizing on the ongoing mobile TV revolution.

Elements of the reference design comprise some of the most advanced, popular and market-ready mobile TV technologies available today:

- A DiBcom world-leading mobile TV receiver offering a highly integrated, low power solution to receive standard paying or free-to-air terrestrial digital TV signals. DiBcom chipsets enable high-performance mobile and portable TV reception for automotive, PC/peripheral and handheld device markets.
- Expway ESG (Electronic Service Guide), a field-proven, flexible and interoperable platform for mobile TV content. Expway ESG software is currently employed in devices by several leading device manufacturers with over one million end users.
- Discretix Multi-Scheme MobileTV Security Client, a highly flexible and interoperable technology that not only secures the distribution and consumption of mobile TV broadcasts, but also enables a broad range of services and business models.

"The joint DiBcom/Expway/Discretix platform is one of the first—if not the first—to pre-integrate world-class mobile TV hardware, ESG and security," said Claude Seyrat, VP Marketing & Strategy at Expway. *"As a practical, operable and standards-based design, it can help manufacturers move quickly toward a market-ready mobile TV product."*

"Transmission speed, picture resolution and quality of service will all be important in order to capture mobile TV market share. Discretix' Multi-Scheme MobileTV Security can ensure the protected environment broadcasters and service providers require, without compromising the end-user experience," noted Raanan Tzemach, EVP Content Protection for Discretix.

"DiBcom is pleased to be working with Expway and Discretix to push further the expansion of mobile TV," added Azzedine Boubguira, VP Marketing and Business Development of DiBcom. *"As the world's leading mobile TV chipset solution provider, DiBcom has been offering complete and field proven solutions, first with Expway and now*



with the expertise of Discretix. This new end-to-end solution adds and demystifies the support of CAS/DRM (content protection) to seamlessly enable our customer's platforms and speed up their time to market deployment."

DiBcom and Expway are demonstrating the three-way mobile TV reference design at their respective 2009 Mobile World Congress exhibits, Hall 2.1, Booth D30 and Hall 2, Booth E59 in the Montjuïc Conference Centre. Discretix is also exhibiting its technologies at Hall 4, Level 7, Hospitality Suites 20 and 22.

About Discretix

Discretix' security solutions are deployed in a wide range of consumer electronics devices enabling services and applications, while protecting the device and its contents. Discretix' products include embedded security co-processors and a broad range of security applications. The solutions are tightly integrated into the device, enhancing security without compromising the user experience. Discretix, a privately-owned company, serves the needs of some of the world's best-known semiconductor and device manufacturers and has been consistently ranked among the leaders of the embedded security market. For more information, please visit www.discretix.com

About DiBcom

DiBcom is at the heart of mobile TV. As a fabless semiconductor company that designs high-performance chipsets, DiBcom enables low-power mobile and portable TV reception everywhere and at speeds exceeding 200 km/h. The company's solutions are used in automotive, PC/peripheral, mobile phones and other handheld devices. DiBcom has extensive experience solving real-world mobile digital terrestrial television (DTT) reception problems and has overcome the main technological barriers to high-quality service. The company has developed a number of patented algorithms and architectures for fast and accurate channel estimation and high Doppler compensation. Its chipsets are compliant with the current worldwide Digital Video Broadcast standards CM-MB, DVB-T, DVB-H, DVB-SH, ISDB-T and T-DMB. For more information, please visit www.dibcom.com

About Expway

EXPWAY is the worldwide leader in Mobile TV and Mobile Video solutions for broadcast, cellular and satellite networks. EXPWAY solutions allow Operators and Broadcasters to deliver compelling video services to their customers such as Live and interactive Mobile TV, Mobile TV Advertisements, Video-On-Demand or Datacasting applications. EXPWAY's solutions offer new opportunities for users to interact and play with their favorite content and discover additional, related information. For more information, please visit www.expway.com

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