



TITLE | Mobile

DATE | 09 | 12 | 2008

VIACCESS, LG Electronics, Enensys, Expway and Sagem Orga launch a new offer to secure the broadcast TV mobile market

The five companies launch a ready to deploy End to End system offer based on the OMA BCAST SmartCard Profile Standard (SCP) handsets encompassing all major systems required to deploy a mobile TV services

Amsterdam – Viaccess, a France Telecom company, leader in conditional access announces a partnership with LG Electronics, Enensys, Expway and Sagem Orga to secure access to mobile broadcast TV based on the OMA BCAST SmartCard Profile Standard. This initiative launched by the partners aims at providing customers and operators with a production ready end to end environment, including handset from LG Electronics. The full scope system, available for trials and production deployments, includes optimised capacities inherited from each of the partners' exclusive features.

Viaccess's Conditional Access System dedicated to OMA Bcast Smartcard profile standard provides enhanced security and renewability, and reduces SIM management costs for Mobile Operators. With this new approach from Viaccess, OMA BCAST standard will ensure compatibility with standard handsets while bringing additional security features. OMA BCAST standard is today the most performing standard for interoperable Mobile TV. Teaming with Enensys, Expway, LG Electronics, and Sagem Orga, Viaccess has conducted early interoperability schemes and the partnership announces a fully deployable solution. Solution is performing and flexible enough to fit any redundancy level as per operator's requirements, thus fitting scenarii from experimentation chain up to commercial deployment of DVB-H.

Live implementation of the end to end solution will be showcased at IBC in Amsterdam September 12th-16th on viaccess booth (hall1, booth A51).

“Our partnership with LG Electronics, Enensys, Expway and Sagem Orga demonstrates our full interoperability with the Broadcast mobile TV market,” explains François Moreau de Saint Martin, Viaccess CEO. “We believe the best value we can propose to our clients is turning the best in class products into immediately deployable solutions, and minimise integration costs. That’s why Viaccess is building an ecosystem with partners to ensure compatibility of our solutions with the complete chain of broadcast equipment and receivers.”

Richard Lhermitte, Enensys VP Marketing said: *"The integrated DVB-H BCAST SCP system we've built, thanks to the close relationship with Viaccess, Expway and LG, ensures operators get a fully interoperable turnkey solution. This allows us to provide a cutting-edge solution while reducing integration time and cost for our customers, and enabling them to build a secured business plan."*

Mr Nicolas Andrieu, VP Sales at Expway comments on this partnership: *«The integration of FastESG™ ESG OMA Edition with Viaccess SCP conditional access system, Enensys Broadcast equipments along with LG handsets will definitely foster the distribution of high-value content over mobile networks worldwide. This strengthen our time-to-market leadership»*

About Viaccess:

Viaccess S.A., delivers solutions for digital pay television and secured content distribution. Its mission is the development, production and marketing of Conditional Access and DRM-based systems for all types of contents and services, for every kind of broadcast (satellite, cable, terrestrial, MMDS) and broadband networks, fixed (DSL) and mobile. Viaccess has been successfully deployed in 30 countries world-wide, on more than 80 digital platforms including multi-channel providers and digital content distributors. Viaccess is European Leader for IPTV protection (*MRG IPTV Market Leader Report, March 2006 & September 2007*). For more information : www.viaccess.com

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About LG Electronics

Established in 1958, LG Electronics, Inc. (LG) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in over 110 operations including 81 subsidiaries around the world. With 2007 global sales of USD 44 billion*, LG is comprised of four business units - Mobile Communications, Digital Appliance, Digital Display and Digital Media. LG is the world's leading producer of CDMA/GSM handsets, air conditioners, front-loading washing machines, optical storage products, DVD players, flat panel TVs and home Theater systems.

LG's efforts continue to enhance the global presence of the LG brand and to maximize profitable growth. In particular, LG Electronics will focus on achieving profitable and sustainable growth in the mobile communications and digital display sectors to strengthen its leadership in the IT industry, while at the same time increasing its market share in the home appliance and digital media sectors.

About ENENSYS :

ENENSYS Technologies has years of experience in the design and manufacturing of Digital TV transmission systems. Offer ranges from Mobile TV, Digital Terrestrial TV, IP Distribution to Test & Monitoring solutions, with high grade services and trainings. Covered standards include DVB-H, T-DMB, DVB-T, DVB-T2, DTMB, Digital Cable, ...

ENENSYS has over 200 customers in 50 countries. Customers are Broadcast & Network Operators, Telcos, Chipset Vendors, Receivers Manufacturers and Global System Integrators.

Headquartered in Rennes, France, in the heart of the European Digital Broadcast Cluster, ENENSYS is a public company listed on Euronext Paris Stock Exchange (FR0010286252 – MLENS). For more information, please visit www.enensys.com.

About Expway

EXPWAY is the leading provider of Mobile TV and Video Data solutions delivered over broadcast, cellular, broadband and satellite networks.

EXPWAY's solutions allow Operators, Broadcasters and Manufacturers to deploy, monitor and manage compelling interactive services to their customers such as Mobile TV services, On-demand Music or Automotive Infotainment

generating significant sales growth.

EXPWAY has built up its recognized technical leadership thanks to a constant involvement in standardization and a strong focus on innovation.

EXPWAY carrier-grade solutions have been deployed since 2006 by leading Broadcasters and Operators in Italy (TIM, H3G, Vodafone), Japan (NTT), the Philippines (PMSI) and by major manufacturers (LGE, Samsung, Sagem, Quantum, Sumiden, MP3Car). EXPWAY is helping customer to deploy new services in Eastern Europe (Vimpelcom), Middle-East (Mobision), Asia (M-One) and USA (ICO).

Founded in 2000, the privately held company is headquartered in Paris, France.

For more information, go to: www.expway.com

About Sagem Orga

Sagem Orga is a pioneer and a global leader in the smart card industry. The company develops and implements cutting-edge technology to turn the vision of unbounded mobile communications and integrated digital security into a reality. Sagem Orga's portfolio includes hardware, software, consulting and services, all focused on smart cards for the benefit of consumers and providers in the telecommunications, health, identification and banking areas. In the telecommunications sector, Sagem Orga's customers include the world's largest wireless carriers. Millions of people benefit from its custom-made solutions for GSM, CDMA and UMTS. With its security technology designed for the health, identification and banking industries, Sagem Orga protects people and their identities around the world and secures electronic communications between government agencies and the citizens and companies they serve. It offers solutions for biometric and electronic identification, electronic ID cards, health cards, drivers' licenses and cashless payment. Sagem Orga has a worldwide network of subsidiaries, branches and sales partners as well as production facilities incorporating the latest technology in Germany, Brazil, Russia and India. The company has a workforce of over 2,100 people. As a subsidiary of Sagem Sécurité it is part of the international high-tech group SAFRAN, which generates annual sales of more than 12 billion euros with 57,000 employees in over 30 countries.

www.sagem-orga.com