

**Ipercast acquires 3G Factory strengthening its position  
in the mobile content delivery market  
(3G mobile streaming, 3G video telephony, Web 2.0)**

*The move allows Ipercast to take a strong strategic position in the mobile video market*

**15 October 2009, Streaming Media Europe Show, London:** Ipercast, a leading European specialist in multimedia content management and delivery for the Web and mobile devices, today announced the acquisition of the technology and production assets of 3G Factory, a company specialized in deploying and operating mobile multimedia services applied to 3G video telephony.

Consistently at the forefront of its technological field since its creation in 2005 in Lyon, France, 3G Factory is the leading provider of video calling services in France and one of the key European players in this market. With an extensive catalogue of applications, 3G Factory correctly anticipated the rise in demand for mobile video services from operators and, looking beyond, from Internet businesses at large with the advent of multimedia convergence.

With the integration of 3G Factory, Ipercast strengthens its capability in the mobile content delivery market. The whole 3G Factory team, including its two founders Dante Tota and Thierry Barnier, will now work under the Ipercast umbrella. In the short-term, their main task will be to integrate Ipercast's mobile streaming offer and 3G Factory's 3G video telephony offer into a single multimedia platform that will cater for the full mobile multimedia spectrum: 3G mobile streaming, 3G video telephony and Web 2.0 services.

With this new platform, Ipercast carves a strong strategic position in the mobile video market, positioning itself as the best "facilitating agent" to accompany media operations, publishers, mobile marketing agencies and mobile Internet/messaging companies as they deploy their 3G video applications in Europe.

Ipercast is now able to offer its clients a comprehensive range of multimedia content management and delivery solutions, encompassing the full multimedia spectrum: Web, Web 2.0, TV and mobile streaming.

**About Ipercast**

Set up in 2001 with a head office in Paris, Ipercast is a leading European specialist in secure content management and delivery for the Web and mobile devices. Always at the forefront of technology, the company has built up a service offer which covers both streaming services - encompassing all areas of multimedia stream delivery - and Web caching services, designed to help businesses improve the delivery of their content on the Web.

Ipercast delivers its services through its own CDN network, with a 6,000+ mile fibre optic core backbone and several thousand servers located all over Europe, the United States, Canada and Asia.

**About 3G Factory**

The core expertise of 3G FACTORY™ lies in developing, hosting and operating multimedia services that support VIDEO CALLING applications. 3G FACTORY™ relies on its secure, high-capacity operating centre to provide European publishers, media companies and content producers with a comprehensive solution.



**Media alert**

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