

**Video on Mobile Devices:  
ipercast will unveil the most comprehensive range of services on the market  
at the 2010 Mobile World Congress.**

*Today ipercast is the only company in Europe that covers the entire delivery chain for mobile video and radio devices. Its services allow for the encoding, protection, management, monetization and distribution of content. It covers all multimedia delivery solutions, from 'smooth streaming' to 'progressive download' and 3G videocalling.*

Paris, 10 February 2010

At the 2010 Mobile World Congress, which will be held in Barcelona from 15 to 18 February, ipercast, a specialist in secured content management and delivery on the Internet, and the European leader in mobile video, will introduce and demonstrate its new range of mobile video services on its booth (French Pavilion, Hall 2, stand 2F49), the most comprehensive on the market for the mobile operators.

As a matter of fact, the Ipercast mobile services cover all the multimedia delivery solutions, from mobile streaming to videocalling, and include a complete file securing package and a CMS tool for content management on all mobile operating systems (iPhone, Android, BlackBerry, Symbian, Windows, etc.).

ipercast's mobile solutions have been enhanced since the purchase of the assets of 3G Factory, the French leader in 3G videocalling services, in October 2009. They are now targeting all the companies willing to offer innovative and interactive video services, with or without mobile applications.

*"Long time specialists in IP video services, we are the only ones who are offering to the media companies and the operators alike a homogenous, cohesive offer that covers the multimedia delivery chain from end to end on the three converging channels, the web, television and mobile devices.", says Jean Michel Laveissiere, ipercast CEO. "The future of digital video distribution is on mobile phones. We are clearly forerunners in this sector and we are currently capable of managing the set up of the most innovative mobile video solutions for streaming or videocalling."*

*"Our range of mobile services lets operators devise innovative offers and invent new applications for their clients, " adds Dante Tota, Director of ipercast's Mobile Business Unit. "The range of options offered to operators is extremely wide: from on demand or live mobile streaming, to genuine interactive mobile video services for other mobile phones (video chat, video answering devices, etc.) for the web (video blogs, live interviews, m-Learning, etc) or for TV (interactive games, voting, etc.)"*

## **Optimizing multimedia content distribution to mobile devices**

With the new range of ipercast mobile services, operators can manage, encode and secure their content, and then deliver it to all types of mobile devices in the most effective manner possible.

### *Content management*

Ipercast offers a CMS tool, including modules for ad insertion, statistics, billing, etc., for each application.

This tool allows the operator to simplify as much as possible the content aggregation process, to optimize monetization and to monitor each action and user, no matter which mobile OS is involved.

### *Content encoding*

The ipercast transcoding platform handles 100% of web and mobile specific formats and codecs. The company ensures automated transcoding of any web content for tailor made mobile delivery, no matter what the OS, format file and distribution mode. The transcoding platform may be used alone or directly integrated in the content management tool (CMS).

### *Securing and DRM solutions*

Operator of the largest European DRM platform, ipercast can manage every mobile protection scenario for every business model. Thanks to its long time relationship with numerous media clients (TF1, M6, Europe 1, TPS, Universal, MGM, Warner, Sony-BMG and Numéricable), its solution is recognized by the owners and meets the protection constraints for copyrights. Ipercast supports leading market technologies and standards, including Windows Media DRM 10, OMA v1 and v2, and PlayReady.

In addition, ipercast has a dedicated conditional access platform (CAS via a tokens system) available to their clients, and offers the best 'fingerprinting' and 'watermarking' solutions on the market operated by its subsidiary MPO eMedia.

### *Distribution of streaming video and audio*

At the forefront of the Web-TV-Mobile device convergence and Quadruple play offers, ipercast covers the entire range of video and audio services for mobile devices, with a complete technical chain that supports the specificities of each network (2.5G, 3G, 3G+, Wifi, etc).

The content is delivered both live and on demand, in 'http streaming' (smooth streaming, adaptive streaming), in 'RTSP streaming', in 'progressive download', podcasts or via a 3G video call, on all mobile devices.

## ***Be among the first to discover the new Visiicast application at the GSMA-MWC trade show.***

Developed by Ipercast, the VISIOCAST portal is the first video calling application designed for the consumer market in the new Visio + kiosk, which will be officially launched next spring in France. Free and already fully operational, it allows you, inside of a 3G video call, to search for and stream a video on YouTube from a 3G video call, and also record a video, upload it directly on YouTube and advertise it on your Twitter account!



**About ipercast**

Set up in 2001, Paris-based ipercast is a European specialist in secured content management and delivery on the Internet, TV and mobile devices. A leader in technology, the company offers both streaming services, covering all aspects of multimedia delivery, and 'Web caching' services, for all business concerned about improving their website performance and retaining their audience.

In order to provide these services, ipercast relies on its own CDN network made up of a private backbone of more than 20,000 km. of optical fibre, as well as several thousand servers located throughout Western Europe, the United States, Canada and Asia.

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