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## **NEDERSAT TV selects the NEOTION MPEG4-AVC Technology to launch its future TV Bouquet**

While in France the evolution of Digital TV towards the MPEG-4 AVC Standard is gaining lots of attention and discussions, NEDERSAT TV, a new Dutch operator, has just selected the NEOTION MPEG4 AVC compelling Technology to launch early 2005 its pan-European multi channels Pay TV Bouquet.

NEDERSAT TV shall actually leverage on the coming « MPEG4-AVC subscriber card » specifically developed by NEOTION to tackle, thanks to the Standardized DVB-CI interface, millions of set-top boxes and digital TV sets already in the field. For a TV operator, such a genuine interoperability really solves the usual legacy issue when going from one Standard to a new one, thus opening tremendous commercial perspectives.

*« By going MPEG4 AVC, we shall be able to build genuine and compelling new set of programming and TV packages in order to satisfy the constantly increasing needs of a rather mature public: multi diffusion, multi thematics, multi cameras, video on demand..., many of the possibilities enabled by the NEOTION Technology »* said Yves Guillaume, founder of NEDERSAT TV.

*« It has been well over 18 months since NEOTION has anticipated the obvious transition of Digital TV towards the MPEG4-AVC Standard. In order to better address a potential Market of several tens of millions of users, we have since heavily invested in the design of a fully optimized AVC microprocessor that shall also come with built-in compelling conditional access features»* precised Jean Yves Le Roux, President and Foundeur of NEOTION. Enthusiast, he added: *« the breakthrough patented concept of the MPEG4-AVC subscriber card perfectly addresses the evolution issue of the current installed base of MPEG-2 only set-top boxes, thus opening obvious tremendous perspectives in emerging Markets such as China where we actually recently opened up an office in order to better address the global digitalisation of the TV networks that has been decided in relation with the hosting of the Olympic Games in Beijing».*

As a reminder, MPEG4 AVC H264 has been standardized in October 2003 by both the ISO Group (MPEG) and the ITU one (Telecom). Those two bodies had actually been the one to standardize, ten years ago, back in 1994, the MPEG-2 Standard that have now since become the worldwide reference for Digital TV.

### **About NEOTION :**

NEOTION is a French high-tech company specialised in the digital television market. NEOTION designs, develops and deploys a wide range of products and services dedicated to both the consumer space, and the corporate customers involved in the Media business. In February 2004, NEOTION, through the acquisition of XEOLE, quickly became a major player of the MPEG-4 AVC video compression. In March 2004, NEOTION opened a subsidiary in Asia with office in Shanghai.

### **Its products are overlapping several booming Markets:**

- the Market of digital transmission and reception,
- the Market of video compression and digital recordings for TV, PC and DVD,
- the Market of data security and conditional access,

### **NEOTION, it's already:**

- NEOTION Pilot, the original USB receiver for computers,
- NEOTION Box, the very first TV digital receiver that performs advanced PC connectivity functions,
- NEOTION SHL, the wide portfolio of Conditional Access solutions,
- INFOCAST Mail, the solution of e-mails reception on television.

More details are available on the following website: [www.neotion.com](http://www.neotion.com)

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