



## AT-SKY becomes **NEOTION** A new name for a worldwide strategy

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**NEOTION** capitalises on the core innovation dynamic of AT-SKY and reflects the strong ambition of a global leading company positioned on the market of digital broadcasting technologies.

Leveraging on 21 patents filed in less than three years, **NEOTION** has designed, developed and deployed a compelling range of break-through consumer products in the field of digital satellite TV. **NEOTION** shall extend its product portfolio whilst today strengthening its R&D department.

In 2004, **NEOTION** shall launch a generation of products and systems powered by a new revolutionary patented silicon. Operators could then immediately profit from advanced compression Standards such as MPEG-4, whom the impact shall be similar to what the digital age has been for analog technology.

Enthusiast, Jean-Yves-Le Roux, President and founder of **NEOTION** said: « *Our new name emphasizes our strategy genuinely focused on innovation. The coming availability of the MPEG-4 chip gives us a key leading role to be played in the television and telecommunication fields which are both rapidly evolving. People in NEOTION are more than ever ready to win this challenge.* »

Thanks to its expertise internationally recognized, **NEOTION** targets new booming Markets like digital terrestrial, TV over ADSL, DVD, and High Speed Mobile Telephony.

### **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.

NEOTION has prestigious shareholders such as TDF – Tele Diffusion de France, Teamlog (french SMSI), the Caisse d'Epargne (Viveris Fund), and the French Ministry of Research & Innovation (through the ANVAR).

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 :

- **INFOCAST™**, the very first free multimedia broadband service over satellite,
- 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 only smartcardless conditional access.

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

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