



World's first at IBC:

NEOTION and WAT, unveil a common platform to push Internet social network on TV.

IBC 2006, Amsterdam – September 8, 2006:

NEOTION - a leading Technology provider for Digital TV – and WAT – the original multiple support 2.0 Media (Internet, Mobile, TV) which is a priority in the Internet strategy of the TF1 Group, especially in social networks – both create an event by opening the world's first access for video-blogs into the Digital TV scope.

The DTT global roll-out comes along with the emergence of integrated Digital TV sets which shall soon represent all flat screens sales, thus accounting for more than half of all TV units sold in France (means nearly 3 millions sets among the total of 5 to 6 millions sold on a yearly basis). Those integrated Digital TV sets are all equipped with a Digital Scart in a PCMCIA format (such interface enabling plug-n-play straight connectivity with the whole range of Neotion Pocket credit card size MPEG-4 decoders).

Leveraging on the Pocket DUO version that combines both the MPEG-4 Standard (which enables tailored video compression for Internet and Mobile devices), but also the Hybrid IP connectivity mode, consumers could through one simple click on the TV original remote control, access to IP based television channels.

Common demonstrations are then proposed as a World's first on the NEOTION booth (IBC n° **1.146**). WAT hereby concretizes its TV oriented commitment by proving that it is possible to simply access to millions of video contents coming from the WAT social network on a usual television set.

About NEOTION:

NEOTION is a French high-tech company specialized 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, through the acquisition of XEOLE, NEOTION, quickly became a major player of the MPEG-4 AVC video compression. In March 2004, NEOTION opened a subsidiary in Asia with an office in Shanghai.

Then, in February 2006, NEOTION has successfully launched the credit card format NEOTION Pocket dTV: the smallest MPEG-4 digital TV receiver in the world (already used by a top-tier French Pay TV Operator).

Its products are overlapping several booming Markets:

- ✓ the Market of secured digital transmission and reception,
- ✓ the Market of video compression and digital recordings for TV, PC and DVD,
- ✓ the Market of Home Networking and PC-TV Convergence.

NEOTION is a public company listed on the Alternext market of Euronext (Paris). The Company is confident in the evolution of the new markets it addresses. On 8 August 2006, NEOTION has published its half year financial results, which are in line with its development plan. NEOTION confirms the annual trends announced at the time of its listing on 22 June 2006.

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About WAT:

Leveraging on the **support and the expertise of the TF1 Group**, the young Team of WAT has been intensively working on the 2.0 Web Universe since nearly 9 months in order to create an innovative and efficient product that overlaps the Television and the Internet spaces.

WAT has today a **unique positioning** as a social network

- WAT is the very first « 2.0 » **multiple support** Media (**Internet, mobile, TV**) & **multiple format** (audio, photo and primarily video).
- WAT **respects authors** and their copyrights.
- WAT aims at **going International very rapidly**, especially through the pan European network of **Eurosport**, channel of the TF1 Group operating in 54 countries and broadcasted in 19 languages.

Moreover, WAT **goes out to meet** its Members by joining many events and festivals of music, video creation, photography..... like for instance « Les Tremplins du Réservoir », « Fallenfest », « 18 en Scènes », « Le Festival du Cabaret Vert »

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