

La Ciotat, Paris, May 29<sup>th</sup>, 2007,

**NEOTION creates NTF,  
his subsidiary dedicated to DTT Pay TV distribution in France**

NEOTION Company, officially declared as distributor of the Terrestrial (DTT) Pay TV in France, creates Neotion TNT France (NTF) to manage its new activity of Pay Television in France.

NTF which is today a 100% subsidiary company of NEOTION will launch at the beginning of September its DTT Pay TV bouquet, ideally synchronised with the Rugby World cup event.

Subscribers will be equipped with NEOTION pocket range of products, the first MPEG-4 credit card size decoders fitting directly into 100 % of the digital TV sets.

The law "the television of the future", recently entered into effect on March 5th, 2007, imposes that all the television sets sold in France will have to be fitted with digital terrestrial tuner. These television sets will thus be compatible with the NEOTION Pockets (European Standard DVB-CI), favouring the conditions of a truly promising market.

NTF the service Company subsidiary of NEOTION has been created to cover the specific constraints of this mass market. NTF capital will be open to financial investors.

NTF is launching a service package of 5 to 7 PAY TV channels leveraging on the unique and patented NEOTION technology. NTF fulfils ideally the digitization process in progress in France thanks to its complementarity's with the digital TV sets. This new model of Pay TV will permit to distribute to consumers a very innovative offer fuelled with attractive price and undisputed ergonomics qualities. By the end of 2011, NTF plans to win 400.000 subscribers to its offer.

The NEOTION Company was created in 2000 and is directed today by its co-founder Laurent JABIOL. NEOTION is a public company quoted on the Alternext and is held by French shareholders.

The President of NTF will be Jean Yves LE ROUX, the founder of NEOTION and his General manager will be Antoine GANNE.

## **About Neotion:**

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NEOTION SA 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.

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).

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*The NEOTION Pocket of the Neotion TNT TV bouquet could easily be inserted in the DVB-CI slot which is present in all the iDTV deployed in the European Market.*