



Press Release: Paris - Beijing, 2007, 17th April.

PrimePBI and NEOTION sign a major cooperation Agreement

PrimePBI (Prime and Pro Broadband Inc.), a Consumer Electronics OEM/ODM provider of Digital Headend and STB equipments - with world-class R&D and production facilities throughout China - and **NEOTION SA**, a French leading Technology provider of MPEG-4 and Conditional Access empowered chipsets, have signed an important Agreement for the integration of the NEOTION's all-in-one "Core Module" disruptive implementation.

PrimePBI is a truly global ODM company that sustainably designs and mass-produces digital TV receivers of many sorts for A-brand Consumer Electronics OEMs, and tier-one Master Distributors and operators in Europe, Middle-East, Asia and the United-States.

In a rapidly growing Market fuelled by a worldwide shift towards Digital TV and Home Networking, PrimePBI is enjoying a tremendous demand for innovative products capable of combining MPEG-4, IPTV and Content Security.

Thus, by integrating NEOTION's all-in-one Core Module breakthrough Technology in numerous reference designs, PrimePBI instantly empowers for its clients' OEM platforms today's market momentum for MPEG-4 dazzling performances, hybrid IP Home Networking and highest grade of conditional access certification requirements.

The seamless integration of NEOTION's Core Module, at the last stage of design and production, will enable PrimePBI to offer unrivalled time-to-market and logistic performances to OEMs to catch the MPEG4 SD applications in DVB-S/T/C and IP.

As part of the Agreement, PESI and NEOTION will also cooperate in widely and efficiently addressing domestic Markets where MPEG-4 becomes the preferred Standard of choice, typically France, but also Eastern and Central Europe. Moreover, common developments of advanced reference designs will soon occur. First instance will be a Satellite Pocket that shall aim at bringing straightforward MPEG-4 and DVB satellite reception capabilities to any legacy integrated DTT television sets (iDTV).

"Signing this cooperation Agreement with PrimePBI opens up tremendous perspectives for NEOTION's MPEG-4 and pre-certified Conditional Access Technologies" said Mr Laurent JABIOL, President and co-Founder of NEOTION. He added: "PrimePBI is a reputed global player in the Consumer Electronics industry who is successfully producing massive numbers of quality products under the brand of tier one companies in the World".

"The NEOTION Core Module ideally fits our strategy aiming at permanently offering the best of breed state of the art Technologies and innovation to our customers" said Mr Barry Su, Chief Marketing Officer of PrimePBI.

About PrimePBI :

Founded in 1993, PrimePBI manages to develop quality and to manufacture state-of-the-art products to meet the digital market demands. With over 15 years of expertise in consumer electronics software and hardware engineering, PrimePBI embarks on an advanced design, manufacturing and integration program in the industry of Digital Multimedia, Broadband Access, and Wireless Communications.

PrimePBI leverages our core hardware and software technology across three high growth markets: Digital Multimedia, Broadband Access, and Wireless Communications. PBI's technology is based on years of research and development experience in DVB and MPEG standards. We have made significant investments in software developing of conditional access, common interface, interactive middleware and addressable signal decoding. We have successfully achieved a high level of embedded system integration in digital CATV headend broadcasting system, household IRDs, and microwave accessories. In addition to technical proficiency, our product development benefits from world-class, cost efficient engineering and strong relationships with key industry players such as ST, NEC, Sharp, Irdeto, Viaccess, Thomcast and so on.

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About NEOTION :

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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