

NEOTION Unveils Its New Generation of “my NEOTIONbox” Smart Receivers

MediaCast, London, England – May 10, 2005 NEOTION, a technology leader developing products and services for the digital television market, today announced the introduction of “my NEOTIONbox”, a new generation of smart receivers. The new label “my NEOTIONbox” will qualify all the future receivers designed and produced by NEOTION. It guarantees the customers that they are purchasing a decoder featuring interactive, innovative and high-quality functions.

“my NEOTIONbox” combines digital TV with a vast selection of functionalities and services in one single receiver. It’s designed to meet the expectations of the most demanding customers.

“my NEOTIONbox” brings a wide range of innovative features unique to the market and is built around four principles:

- **Always connected** – Whatever the network is, Satellite, Cable, DTT, ADSL or mobile phone, “my NEOTIONbox” is always connected. Users can chat or play games with each other, receive e-mails, text messages and pictures on their television at anytime. They can record their favorite program when away from home by simply sending a SMS to their set top box.
- **Opened** – The user is able to customize the viewing interface and create applications thanks to the “Basic TV” operating system. For the first time, each family member can create its own environment by personalizing the On Screen Display or changing the background. The most inventive ones can design games or customize multimedia players.
- **Interoperability** – “my NEOTIONbox” can communicate with PC, mobile phone, MP3 player, PDA, external hard disks and other home devices. Recording television programs directly to a PC rests at users’ fingertips. Once the PC is connected to the receiver, the user can easily burn DVDs and CDs with their favorite content.
- **T Commerce** – In addition to online payment and pre-paid smart cards, “my NEOTIONbox” offers the “Pay Per Phone” service which enables users to order services with their mobile phones. Anyone can buy a game or a temporary access to a Pay TV channel.

“At MediaCast, we’re excited to present our new label “my NEOTIONbox” that reflects NEOTION’s commitment to bring innovative products and services on the market. We play a key role in leading the market of digital television through a dynamic and innovative approach.” said NEOTION CEO, Jean-Yves Le Roux.

NEOTION is exhibiting at Mediacast Exhibition 2005 in London, May 10-12, 2005 - Booth E30. Live demonstrations of "my NEOTIONbox" will be available at the company's booth. Additional information can be found on www.my-neotionbox.tv.

About Neotion

NEOTION is a technology leader in the digital television market. The company designs, develops and supplies a wide range of innovative products and services dedicated to both the consumer market and the media industry. In February 2004, NEOTION acquired XEOLE to quickly becoming a major player of the MPEG-4 AVC video compression market. Neotion is headquartered in La Ciotat, France with a subsidiary in Shanghai, China.

Its products are successfully meeting the challenges of several markets:

- Digital Transmission and Reception,
- Video Compression in MPEG-4,
- Digital Recordings for TV, PC and DVD.

NEOTION's product line includes:

- NEOTION Box, the premiere TV digital receiver to perform advanced PC connectivity functions,
- INFOCAST Services, the first multimedia services by satellite: E-mails, Updates and Media.

More details are available on the website: www.neotion.com

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