



## **NEOTION unveils its end-to-end MPEG-4 AVC secured TV distribution platform offer,**

thus targeting millions of MPEG-2 consumer-deployed digital satellite receivers via NEOTION's patented MPEG-4 AVC plug & play upgrade technology

Amsterdam/Paris, September 9, 2004 : NEOTION, a high-tech company focused on digital television, discloses plans to rollout worldwide end-to-end MPEG-4 AVC secured TV distribution platforms that shall deliver unprecedented transmission cost-efficiencies featuring NEOTION's patented solutions.

NEOTION will implement early 2005 for its customer NEDERSAT one complete MPEG-4 platform on both Paris and Madrid hubs operated by its original Satellite provider. The NEDERSAT bouquet, which shall combine a wide range of premium music TV channels, will target the strategic 13°E and 19.2°E orbital positions for DTH delivery across Europe.

NEOTION's end-to-end MPEG-4 AVC secured TV platforms' key benefits for TV editors are:

- Genuine Home Cinema DVD quality at a very low bit rate
- Unbeatable cost optimization for worldwide TV coverage and/or multiple broadcasting (same channel with different timeslots, multi-camera, interactive streams, ...)
- Affordable transmission costs for new Digital TV market entrants
- VOD as part of the « triple-play package» for Cable and ADSL
- Simulcrypt compliant for multiple conditional access solutions
- Plug and play compatibility with millions of MPEG-4 AVC upgraded receivers

A typical MPEG-4 AVC platform combines real-time MPEG-4 AVC encoders, NEOTION conditional access solutions, as well as a compelling range of consumer decoders solutions powered by the NEOTION Processor 4 (NP4): a fully optimized low cost MPEG-4 AVC processor which enables MPEG-4 to MPEG-2 transcoding. Those decoders solutions, beside all-in-one digital receivers, include DVB-CI Modules and NEOTION Cartridges which will be fully compatible with millions of compliant MPEG-2 set-top boxes already deployed, thanks to the unique NEOTION MPEG-4 AVC plug & play upgrade technology.

Through this unrivalled MPEG-4 AVC offer, NEOTION will continue to make a significant contribution to the evolving digital television industry. For the first time, a new service will enable audiences to receive better quality sound and images, as well as an increased choice in the number of channels whilst addressing TV programmers' priorities such as delivery costs, audience ratings and anti-piracy issues.

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*«Our NEOTION Processor 4 will be available through patented module and cartridge implementations readily compatible with millions of existing digital satellite receivers already deployed in consumer homes» commented Jean Yves Le Roux, President and Founder of NEOTION. He added «The fact that Nedersat has already backed this compelling technology is a tipping point in the emergence of the MPEG-4 AVC Standard throughout the world»*

**Note to Editor:** The ISO and ITU standardization Groups released the MPEG-2 specification in 1994, the current state-of-the-art for Digital TV worldwide. On October 2003, they released its successor, the new MPEG-4 AVC Standard.

**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. In February 2004, NEOTION, through the acquisition of XEOLE, quickly became a major player of the MPEG-4 AVC video compression. In March 2004, NEOTION opened a subsidiary in Asia with office in Shanghai.

**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:**

- NEOTION Pilot, the original USB receiver for computers,
- NEOTION Box, the very first TV digital receiver with advanced PC connectivity functions,
- NEOTION SHL, Easy Access, Line Access, a wide portfolio of Conditional Access solutions,
- INFOCAST Mail, the solution of e-mails and downloads reception on television.

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

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