



## Neotion and TechniSat Announce Strategic Alliance

Shared vision for common MPEG-4 initiatives to drive new growth opportunities for both companies

IBC 2006, Amsterdam – September 8, 2006:

NEOTION (Stand n° **1.146**) and TECHNISAT (Stand n° **5.121**) today announce the signature of a global strategic Alliance that aims at further strengthening the leadership of the two companies in the rapidly growing market of Digital TV and Home Networking.

The contract signed comprises two main scopes.

On the one hand, TechniSat becomes the exclusive partner for the integration of Neotion's MPEG-4 related chipset technologies in Germany, Austria, Switzerland and Luxembourg. TechniSat, being the absolute market leader in Germany in the field of digital TV receivers for satellite, terrestrial and cable, shall then massively leverage on over 8.000 active retailers nationwide to deploy MPEG-4 compelling products for the Digital Home.

In parallel, Neotion and TechniSat are creating a Joint Company named Techniotion. Based in France, Techniotion shall become the common sale structure organization for distributing in retail a large mix of Neotion's and TechniSat's products that shall be tailored to successfully fulfil the fast growing market of digital terrestrial, satellite and home networking. Techniotion shall indeed benefit from the unrivalled experience and logistic expertise of TechniSat in the mass-market consumer electronics business.

Alongside their strategic cooperation, Neotion and TechniSat join their efforts to accelerate the momentum around MPEG-4 among regulators and TV operators european wide.

## **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 22/06/06.

Website: [www.neotion.com](http://www.neotion.com)

Press Contact: Mr. Christophe DEPERNET – [cdepernet@neotion.com](mailto:cdepernet@neotion.com) - +33.4.42.98.07.70

## **About TECHNISAT:**

The TechniSat Group develops and produces – in Germany – home electronics products as well as information technology products. Exceptional technical quality as well as contemporary design are the hallmarks of TechniSat products: digital set-top boxes, TV sets, PC cards and car radios, all Made in Germany. TechniSat is the market leader in Germany in the field of digital receivers for direct satellite reception, in the application of digital programmes in cable networks, as well as in the new field of digital terrestrial television (DVB-T).

Product development:	TechniSat Digital GmbH in Dresden
Production facilities:	TechniSat Elektronik Thüringen GmbH
	TechniSat Vogtland GmbH
	TechniSat Teledigital AG, Staßfurt/Magdeburg

For additional information, please contact:

### **Head Quarters:**

TechniSat Digital GmbH, TechniPark, D-54550 Daun  
Tel. +49 6592/712-600, Fax +49 6592/712-779  
[www.technisat.com](http://www.technisat.com)

### **Export Division**

TechniSat Digital S.A., MediaCenter Betzdorf  
11, rue Pierre Werner, L-6832 Betzdorf/Luxembourg  
Tel. +352 710 707-900, Fax +352/710 707-949  
email: [international@technisat.com](mailto:international@technisat.com)