

Beijing, CCBN Exhibition, March 23rd, 2004

## NEOTION opens in China

Moving forward towards its international development, while strengthening even further its historical strong activities on the Asian Market, NEOTION seizes the opportunity of its presence at the China Cable Broadcasting Network exhibition to announce the opening of a subsidiary in China.

Fully financed by NEOTION, the local Chinese entity shall operate from offices in Shanghai, Hong Kong and Shenzhen. From there, NEOTION China shall be developing its revenue stream by selling its technologies to local customers.

China is not only leading the worldwide production of consumer electronics products, being for instance set-top boxes, TV sets and DVD players, it also represents, thanks to the tremendous impact brought by the 2008 Olympic Games hosting, a great unsurpassed potential for the local development of Digital TV.

During the CCBN exhibition that opens up today in Beijing, NEOTION China shall unveil for the first time ever a complete new offer of conditional access solutions ideally tailored to fit the needs of the almost 10,000 local cable operators who are planning to go digital. Leveraging on the SHL core technologies developed by NEOTION, the conditional access solution portfolio ranges from smartcards to patented hardware co-processing mechanism fully integrated into our silicon.

NEOTION China shall also put the emphasis on promoting and selling our coming ASIC generation combining the new H.264 AVC video Standard. The H.264 AVC revolution, specifically in an emerging Market such as China, shall be widely deployable thanks to the Module based solution which shall take advantage on the constantly increasing number of DVB-CI compliant set-top boxes.

Enthusiast, Jean-Yves Le Roux, President and Founder of NEOTION adds: « *The Chinese Market, as it is now booming, is extremely demanding for compelling and low cost video and conditional access solutions such as our H.264 AVC and SHL ones. Our chipset ideally complements the digital TV sets, set-top boxes and DVD player designs, which has therefore made our decision to open up in China a strategic logical move* ».

### 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. 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 that performs advanced PC connectivity functions,
- NEOTION SHL, the only smartcardless conditional access.

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

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