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## **SATMESSENGER: THE INNOVATION THAT TRUELY REVOLUTIONISES DIGITAL TV**

**For free, without any PC, nor telephone line, simply receive your e-mails and photos by satellite, on your TV set, thanks to the SatMessenger Module.**

Today, only a couple of large European pay TV operators are offering interactive services. Beyond the advanced electronic program guides, one of the leading application remains the ability to receive electronic mails on the TV set.

However, such email services, which are most of the time payable, are only accessible through interactive middleware such as OpenTV™, whom relevant revisions are de facto restricted by the operator for the rented receivers only (to be in addition connected on a phone line). The consumers who have decided to buy an open receiver, or who simply had to because they live abroad, are therefore purely left apart.

WORLD SAT, falling in line with its continuous pragmatic approach, and leveraging on its leading position in the consumer market, is now the very first equipment manufacturer to propose such innovative services to its customers, whether or not they are subscribing to a Pay TV bouquet.

Designed by the WORDLSAT Research & Development center, the SatMessenger Technology has been patented on a worldwide scale. Leveraging on a strong technical partnership with AT-SKY, WORLD SAT shall soon propose the original SatMessenger product for its line of receivers, in the form of a DVB-CI Standard compliant module. On top of being a genuine revolution in the Digital TV arena, the Module will bring unsurpassed ease-of-use. It will enable to receive on the TV-Set, without any need for a computer, nor a telephone line, an email sent from any PC in the World.

« Beside the innovation as such, which we have patented on a international level », says Simon Haddad, President of WORLD SAT, « SatMessenger will truly enable to fulfill the *digital gap* by connecting almost all of the households, wealthy or not, to the Digital Age. Anybody could now receive emails and digital photos by simply using the remote control". Being historically the recognized Market leader in North Africa, WORLD SAT will for instance facilitate the communication between the immigrants in France and throughout Europe, with their families still living there.

« The SatMessenger application represents a very important milestones in the Digital TV world » insists Jean-Yves Le Roux, President and Founder of AT-SKY. He adds « I have personally been an active contributor to the DVB Standardization process, in particular on the Conditional Access Module related iterations, and SatMessenger emphasizes the real interest of the open terminals equipped with the Common Interface".

A worldwide exclusive presentation will be done by WORLD SAT during the "Salon de la Reception Numérique" exhibition to be held in Paris on the 26<sup>th</sup>, 27<sup>th</sup>, and 28<sup>th</sup> of March.

**About WORLDSAT :**

Founded in 1983 by Mr Simon Haddad, the current President, WORLDSAT is a French private company located in Aix-en-Provence which has a capital of 2.600.000 Euros.

Leveraging on more than 20 years of experience, WORLDSAT has been a recognized pioneer in the Satellite television field. Today leader on its Market, WORLDSAT is primarily focusing in the design and the sales of a large portfolio of satellite receivers and related peripherals.

Thanks to a strong Research & Development Center based in France, WORLDSAT has filed several patents in relation with a wide spectrum of innovative applications such as the Twinsat™ and MaestroJack™ antenna motors, or the wireless video transmitters FlyLink™, and more recently the SatMessenger™ Module.

Very successful in the large specialized Distribution and Hypermarket chains, where the WORLDSAT Maestro™ range is sold to the Public (Auchan, Boulanger, Castorama, Cora, Hypermédia, Géant, Bricodépot, etc...), the company is the uncontested leader on the North African Market under the Cherokee™ brand name.

The Aix-en-Provence center also combines some specific and performing assembly lines, but also the central logistic warehouse servicing the European, North African and Middle East regions where WORLDSAT do leverage on strong commercial partnerships.

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**About AT-SKY:**

Set up in January 2000, AT-SKY is a French company dedicated to the conception, commercialisation and operation of broadcasting infrastructures, processing and reception of multimedia data for TV and PC through satellite or terrestrial delivery. Among the shareholders of AT-SKY are: TDF (Télédiffusion de France), Teamlog (French SMSI) and the Caisse d'Epargne (FCPI Innoveris).

Its products are overlapping several growing markets:

- the market of digital satellite and terrestrial reception.
- the market of broadband distribution.
- the market of digital recording for PC and DVD.

In November 2001, AT-SKY – in partnership with SES-ASTRA, World's leading satellite operator – launched the INFOCAST™ service, the first free multimedia bouquet available all over Europe and North Africa.

End of 2002, AT-SKY has proposed simultaneously three new products, being the @Sky box (the most advanced digital receiver ever designed), the @Sky video link application, and the @SHL conditional access turnkey solution.

More information is available on the following sites: [www.atsky.fr](http://www.atsky.fr), and [www.infocast.fr](http://www.infocast.fr).

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