



## **Press Release**

**Rennes, France, December 23, 2008**

**For immediate release**

# **ENENSYS and GoldSpot Media partner to accelerate mass market Mobile TV**

*ENENSYS Technologies and GoldSpot Media have successfully integrated their solution to enable Mobile TV service providers to deploy targeted and interactive advertising in DVB-H. ENENSYS' DVB-H head-end technology and GoldSpot's Cue Zones® ad solution help Mobile TV service providers develop predictable and profitable advertising business cases to supplement subscription revenues.*

ENENSYS Mobile TV portfolio ranges from transcoding solution, DVB-H IP encapsulation through transmission and IP distribution, up to DVB-H RF signal reception and real-time analysis. ENENSYS extends its comprehensive DVB-H end-to-end solution to support regional content distribution with MobiEdge, the new cost-effective and highly reliable product based on the world's first FPGA processing DVB-H IP encapsulator, MobiMUX.

GoldSpot Media delivers innovative ad solutions to maximize Mobile TV advertising revenues. Targeted ad placement in broadcasting requires a specialized ad insertion solution that dynamically inserts targeted ads on the mobile device in real time. The ads are most effective when based on demographics, behavioral patterns, context, and user location. Further, interactive mobile campaigns integrated into advertising create a very compelling medium for audience engagement, while making the consumer viewing experience relevant and rewarding. GoldSpot Media provides an end-to-end solution that includes web tools for interactive ad unit creation, dynamic ad serving, inventory forecasting and real-time insertion software on a wide range of mobile phone operating systems, inclusive of Symbian S60, J2ME and iPhone.

While conducting the first DVB-H Mobile TV commercial launch in the Middle East with Alsumaria TV, the independent Iraqi Satellite TV broadcaster, ENENSYS has worked jointly with GoldSpot Media to bring to the service providers advertising products that can help them to maximize their revenue streams. "Combining GoldSpot Media's innovative ad solution with ENENSYS Mobile TV solution brings to mobile operators a unique end-to-end Mobile TV system to increase their revenues when deploying Mobile TV", said Laurent Roul, Head-end product Manager. "According to a recent study from Informa Telecoms & Media, Mobile TV should generate billions of dollars in revenues during the five next years through a combination of subscription and advertisement. Mobile operators need to have a cost effective end-to-end solution that can be deployed easily in the coming years."

"GoldSpot's technology brings the best of breed standards from cable, online and mobile worlds to DVB-H business models", said Lionel Pelamourgues, Vice-President of Products and Solutions. "Successful interoperability testing with ENENSYS is a positive step to help the Mobile TV value-chain find answers to accelerate subscription free, mass market DVB-H services".

#### About ENENSYS Technologies SA

ENENSYS Technologies has years of experience in the design and manufacturing of Digital TV transmission systems. Offer ranges from Mobile TV, Digital Terrestrial TV, IP Distribution to Test & Monitoring solutions, with high grade services and trainings. Covered standards include DVB-H, T-DMB, DVB-T, DVB-T2, DTMB, Digital Cable, ... ENENSYS has over 200 customers in 50 countries. Customers are Broadcast & Network Operators, Telcos, Chipset Vendors, Receivers Manufacturers and Global System Integrators. Headquartered in Rennes, France, in the heart of the European Digital Broadcast Cluster, ENENSYS is a public company listed on Euronext Paris Stock Exchange (FR0010286252 – MLENS). For more information, please visit [www.enensys.com](http://www.enensys.com).

#### About GoldSpot Media

GoldSpot Media offers the industry's first end-to-end interactive advertising solution for all mobile video channels, inventory owners and applications. Its unique solution powers profitable new advertising revenue models for the entire mobile video value chain by delivering highly targeted, less-intrusive ads in real-time based on demographics, behavioral patterns, device types, context and location. The privately held company is headquartered in Sunnyvale, Calif. with a R&D center in Bangalore, India and sales offices in Europe and Malaysia. For more information, visit <http://www.goldspotmedia.com>.

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