



## Press release

# Expway's Electronic Service Guide (ESG) Solution selected by PMSI for Mobile TV services in Philippines.

Paris, June 19, 2007 - Expway, the world's leading provider of Mobile TV content and service management software, proudly announces that PMSI (Philippine Multi-Media System Inc.) has selected Expway FastESG™ for the PMSI Mobile TV launch in Manila.

Expway FastESG™ solution enables the promotion of services and contents available on the newly deployed PMSI Mobile TV network. This deployment confirms Expway's leadership position in standard-based ESG. Italy was the first country to deploy DVB-H services on a large scale and Expway FastESG™ has been retained by all the major Italian operators.

"PMSI was looking for a standard-based features rich ESG solution; FastESG™ fulfils perfectly this requirement as it has been deployed in Italy within hundreds of thousands of customers" said Antoine Weil Expway CEO.

FastESG™ is a strategic application that promotes contents and services to end-users and drives them to order, watch and consume contents. The Electronic Service Guide leverages the most valuable asset in a mobile TV service: the broadcast content.

"Expway will also be offering to PMSI its next generation platform FastESG v3 that allows Interactive services, Datacasting & Advertising based on evolutions of OMA BCAST and IPDC standards" added Antoine Weil.

Cesar G. Reyes, CEO for PMSI reveals that Expway provided PMSI with Electronic Service Guide (ESG) that is standards-based. "We selected them due to their commitment to open standards and inter-operability."

FastESG™ is compliant with the DVB-H IPDC and OMA B-CAST, standards for convergence of broadcast and mobile services. Expway FastESG™ solution places the Electronic Service Guide at the crossroad of revenue opportunities for Mobile TV operators. Integrated into the network and into mobile phones, FastESG™ is the gateway that enables seamless access to radio, TV channels and on-demand programs.

Expway solution interfaces with conditional access systems (CAS), broadcasting transmission equipments, and is integrated into a wide range of consumer electronic devices.

### About PMSI

"PMSI is the first and only duly-licensed Satellite Pay-TV operator using Digital Video Broadcasting (DVB) technology in the Philippines. It's currently offering 52 digital TV channels covering the entire country. As such, Mobile TV will be an extension of its existing commercial operations which began in 2001."

"PMSI has also partnered with Associated Broadcasting Company (ABC5) among others to bring its service to Digital Video Broadcasting - Handheld (DVB-H) compatible terminals. ABC5 is a leading free-to-air broadcaster with frequencies in over 40 major cities. It envisions to be a leading content provider for DVB-H.

For more information, visit: [www.dream.com.ph](http://www.dream.com.ph) or email [mobiletv@dream.com.ph](mailto:mobiletv@dream.com.ph)

**About Expway**

Expway is a leading provider of end-to-end content & service management solutions over mobile broadcast, mobile telecom and Broadband IP networks. Expway standard-based software solutions include FastESG™, the ESG solution dedicated to Mobile TV, FastEPG™, EPG solution dedicated to IPTV, and interactive Services such as betting, voting and advertising.

Expway solutions interface with multiple CAS and DRM systems and are already deployed or market-tested by Telecom and Broadcast Operators in Italy, France, Germany, Sweden, Japan, as well as integrated by handset, STB and TV set manufacturers worldwide. Founded in 2000, the privately-held company is headquartered in Paris, France. For more information, go to: [www.expway.com](http://www.expway.com)

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