



Quadrille and Expway, two digital TV experts, join forces to deliver best-in-class Push VOD solution to DTT and DTH

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Expway, the worldwide leader in software for broadcasting to mobile devices, and Quadrille, a Digital TV and Push VOD specialist, announced today that they have joined their forces to build a unique Push VOD solution for all terrestrial and satellite TV markets.

The joint product, called QuadriFast™, is based on

- QuadriCast™ Push VOD allows the operator to manage their contents and to schedule their deliveries when there is more bandwidth available
- Expway's FastCast™, a solution that allows operators to deliver their VOD with less bandwidth as the device client corrects the missed packets at the set-top box, making carouseling unnecessary

As a result, QuadriFast is the world's most bandwidth-efficient solution and fits perfect the PayTV operators who want to offer VOD or catch-up services over broadcast. It fits as well the markets where broadband is scarcely deployed, like in Africa, or where the video traffic floods the broadband networks, like in Japan.

Leaders from the two firms describe their relationship as one that has evolved from "competition" to a "competitive advantage": Quadrille has integrated its push VOD solution with all major CAS, Middleware and MUX vendors while Expway's solution brings superior bandwidth efficiency for the Pay-TV operators.

"Expway has been looking for a fast-track-manner to gain market share at DTH. Merging the two companies products and leveraging Quadrille's resources and expertize at Digital TV will help us to do exactly that. We feel that we have truly superior offering now for the Pay TV operators", states Claude Seyrat, VP Marketing at Expway.

The two companies see a significant growth on the push VOD market, led by the appetite of consumers for the on-demand experience. As most networks can't support such growth in video consumption, broadcasters and operators need, more than ever, a solution to deploy rich VOD services at a reasonable cost.

"Quadrille already has a perfectly productized Push VOD solution. Merging it with Expway's, it will enable our customers to reduce the bandwidth they need for Push VOD, by more than 50%. For example at satellite we can now bring six-figure savings to DTH operators. This naturally makes the ROI on our solution very interesting for our customers ", says Xavier Battas, CEO at Quadrille.



About Quadrille

Quadrille is focused on Digital TV software and services and Push VOD solution since 1998. Quadrille customers include the largest European groups involved in Digital TV, such as Canal+, TDF, Nagravision and Orange and it has integrated its software with all major CAS and STB vendors. For more information please visit <http://www.quadrille.fr>

About Expway

Expway is the world leader in robust file delivery over broadcast. The company's products have been adopted and deployed by for example NBC Universal, BskyB, Bharti and NTT DoCoMo. Today more than 10 million end-user devices are powered by Expway's solutions. To find out more, please visit <http://www.expway.com>.