



Telemak & V4x team for full-service of made-for-mobile MobileTV channels

Scheduling Multiple Channels, Interactive Graphics and Video Optimization improve quality for MobileTV Channels.

IBC, Amsterdam, Netherlands — September 10, 2009 — For mobile operators and media companies, Telemak provides the next generation Mobile interactive TV applications with proven deployment capabilities, service reliability, richness of user experience and rapid time-to-market.

Telemak & V4x are teaming up to launch a service to deliver the new generation of Mobile TV channels with made-for-mobile exclusive content. V4x authoring tools allow producing compelling mobile media channels in a snap, with easy-to-use tools for programming playlists of video clips and metadata – providing an easy path to add interactive services. The V4x Sequencer has easy-to use text, video and graphic tools for fast and accurate timeline editing. Rich visual graphics are added with the click of a button. Template-driven graphics can include fixed images and animations to help brand your programming. The preview window in the V4x Sequencer shows the finished content as it will appear on the mobile handsets.

The V4x production platform allows to add interactivity that extends the user experience, allowing users to fully participate in the streamcast – beyond traditional programming – with interactive widgets like live, moderated chat; quizzes and polls; animated banners, live in-studio videos or channel events.

"The V4x Platform makes the content creation process straight-forward and adapts content easily to the high expectations of mobile viewers, with made-for-mobile channels, interactive elements, superior graphics and animations." says Christophe Lenaerts, Telemak founder & CEO

In addition to the V4x platform, Telemak provide a complete video back-end service including video encoding, program guide management and the adaption to multiple handset operating systems.

Live demos featuring the platform will be shown in the V4x booth @ IBC Hall 2 – Stand 2.B31 (French Pavilion) at the RAI Conference Center.

About Telemak

*Telemak (www.telemak.com) – Based in Brussels, Telemak is a leader in webcasting and streaming content delivery solutions for mobile and broadband networks. The company was founded in 1994 and has delivered digital media services to a broad range of industries and customers such as Apple, Mobistar, RedBull, TMF, Telenet, Toyota and Atlas Copco.
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About V4x

V4x is the innovative software developer of the V4x Interactive Factory Platform, which enables content producers, telecom operators and services providers, to create, manage and deliver compelling, synchronized contextual interactivity for video. The V4x Interactive Factory provides a set of authoring tools and the back office infrastructure for delivering video channels and interactive services to multiple platforms such as Adobe's Flash, Air and Flashlite, Apple iPhone and Blackberry Smartphones, Mobile Broadcast TV and Mobile Video 3G services.

V4x customers include telecom operators such as Orange FT and Portugal Telecom, entertainment groups such Luc Besson's film production company EuropaCorp and Partouche Casinos, and media companies such Antena3, BFM TV, M6 WEB, Public Sénat and Radio Suisse Romande.

V4x has won several other awards including "Concours National Création d'Entreprises - Ministère de la Recherche" in 2006 and the TV Technology's NAB 2007 STAR award. In 2008 V4x was selected as a participant in the prestigious Orange FT Start-Up Program. In 2009, V4x Wins Honors at LeMobile 2.0. V4x is a member of the Open Mobile Alliance (OMA) and the Mobile Digital Television / Advanced Television Systems Committee (ATSC).

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