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## **Actimagine pursues its growth in France and abroad**

**The mobile video specialist strengthens its position by recruiting nine new people in less than four months**

**Paris, 20 August 2007:** Actimagine, a French company established in 2003 and the creator of **Mobiclip™**, the only video compression technology that allows all types of video content to be broadcast with DVD quality on a mobile phone without affecting the lifespan of the batteries, announces the recruitment of nine new members of staff, thus strengthening its position in France, Japan and the United States.

This announcement follows the move of the company's head office to more than 500m<sup>2</sup> of office space on Rue de Rivoli in Paris.

In the last two months the company has recruited six new people in France for their Engineering, Marketing and Business Mobile Market centres. Two other people are expected before the end of the year, mainly with a view to strengthening the Engineering activities.

The international market accounts for more than half of Actimagine's turnover. The company has Henri Linde, the founder of MP3 commercial activity at Thompson managing operations in the United States and two new engineers in Japan.

### **A turnover that is constantly on the rise, new commercial successes in France and internationally...**

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The company has been profitable since it was incorporated in March 2003 and has seen constant growth in its sales turnover, exceeding \$1.34 million in 2004 and \$5.2 million in 2006.

From a financing point of view, the company has raised 3 million Euros in July 2006 from GRP Partners investment funds and is currently preparing a second and larger pool, which will serve to finance the development of its commercial activities.

After Fisher Price, Sony Ericsson, Sony Pictures Digital and even Nintendo, Mobiclip has recently convinced a new mobile telephone manufacturer who, from now on, will include the technology in its new terminal, the "Multimedia Monster"!

Nokia has also renewed its confidence in Actimagine by offering its NSeries clients a new film, "Prête moi ta main", on a SIM card in May, further increasing the size of the Blockbusters catalogue of films that can be viewed on a mobile phone with DVD quality!

Little by little Mobiclip is therefore becoming the de facto DVD quality video standard on mobile platforms, capable of creating the conditions for a real video market on these platforms.

## **A company rewarded with the most prestigious prizes...**

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Last April, Actimagine went on the highly coveted list of the “**Red Herring 100 North America**”, which aims to reward the 100 top companies that play a pivotal role in terms of innovation and technology on North American soil.

Last June, Actimagine was awarded the **Médaille de la ville de Paris** at an evening organised in the town hall to reward company founders for their efforts to create jobs.

Identified as a company with “strong potential”, Actimagine has also been selected by Ernst & Young and Entreprise magazine to compete in the “Company of the future” category at the **Grand Prix de l’Entrepreneur de l’Année**. This prize will be awarded next September and will reward the French company that has been most innovative on the market.

*“Mobile phone video has become a market reality which responds to the demands of users to make full use of the new multimedia functions on their mobile,”* declares André Pagnac, the Chairman of Actimagine.

*“Improving the user’s experience is a fundamental step in building recurring and profitable business models for the operators, manufacturers and suppliers of content. On mobile platforms, image and sound quality, battery life and ease of use, combined with varied content, are the key elements for the mass adoption of this new application. Mobiclip has been developed and optimised to respond to all these problems and currently addresses these major challenges in the mobile video market.”*

### **About Actimagine**

Actimagine develops and sells the *Mobiclip™* under licence. It is a patented video codec optimised for use on mobile platforms. Mobiclip offers a better compression rate and better video quality while maintaining battery life. Already being used by the main phone manufacturers and content editors, Mobiclip has become a de facto DVD quality standard for mobile phones. Registered in Delaware in the United States, Actimagine Corp. has a head office in Paris, France and offices in Redwood City in California, Tokyo and Singapore. Its clients include Nintendo Co., Ltd., Sony Pictures Entertainment, Fisher Price, Nokia and Sony Ericsson. [www.actimagine.com](http://www.actimagine.com)