



PRESS RELEASE

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Press Contacts

Sharon Entwistle

The Whiteoaks Consultancy

+44.1252.727313

sharone@whiteoaks.co.uk

Actimage unveils mobiclip.com exclusively at Mobile World Congress

Video on demand, live TV, video downloads from the web, personal videos, webcam videos: all available in high definition and on demand via your mobile phone!

Paris, 11 February 2008 – Last year's 3GSM saw Actimage unveil **Mobiclip™**, a video codec that promises truly exceptional performance for your mobile phone. Mobiclip reads and displays DVD-quality videos, without compromising battery life. This year, Actimage introduces the world preview of mobiclip.com.

1/ mobiclip.com: a global response to the new challenge of mobile video

The main technological roadblocks for the wholesale provision of mobile video will be overcome within the next 18 months. Networks will provide reliable data in higher volumes at a lower cost.

The combination of a wider range of available content, high definition display quality, increased battery life and ease of use, produce the ideal conditions to guarantee mass market consumer appeal, with sustainable and profitable economic models in place.

The DVD age is coming to an end, although HD-DVD is currently replacing the existing technology without generating any significant additional demand. Currently, the cost of upgrading an entire video collection is expensive. Traditional distribution models are not well suited to dual catalogs, and retail space limitations place a de facto limit on the number of titles on the shelf. The golden rule used by content publishers to determine digital distribution conversion rates is the ability to sell the entire catalog to a much wider audience and offset any associated reductions in price.

Television companies must go beyond merely supplying the traditional program offering on mobile phones. In the broadcasting industry, the number of available channels limits the users' choice to the main market channels. Television companies must also move towards an updated distribution model and enhance their options for TV on-demand in order to satisfy the requirements of wireless mobile markets.

High output networks combined with WiFi Hot Spots and 3G mobility will be readily accessible at any location and using any PC or handheld device. Many major cities and towns now have wide area access points at little or no cost to the user.

Finally, mobile phone performance is improving. Phones are becoming more powerful, with improved screen size and resolution are also improving; opening up even more opportunities in the multimedia market.

By creating an environment that enables telecom operators, as content providers, to capitalize on revenue generation (subscribers, networks, content), **mobiclip.com** offers a full range of solutions for digital content distribution without limiting the number of television channels or volume of accessible content. As such, **mobiclip.com** supplies the means of ensuring that mass market video consumption is profitable.

2/ mobiclip.com: access to all your videos anytime, on your mobile

Thanks to the revolutionary video technologies developed when the company was founded, **mobiclip.com** enables users to select and manage video content on the web, synchronize it with the mobile handset, and access it from a mobile phone at the click of a button, all in high definition.

mobiclip.com is based on four key concepts:

- **availability for everyone:** North America, Europe, Asia, Latin America, Africa
- **of all their video content:** video on demand, live TV, videos downloaded from the web, personal videos, webcam videos
- **at any time** whether or not network coverage is available
- **from any mobile phone they may own**

Once they have set up an account on the mobiclip.com portal or on any other content supplier or operator portal that incorporates the mobiclip.com modules, users are then able to navigate between different worlds, each of which corresponds to a different type of video content. Users can also select and organize their videos, generating their own library of video content in each world they visit. User content is immediately synchronized with their mobile phone and can be accessed at the click of a button, all in high definition.

Content Worlds:

- *Video on demand:* films, trailers, video clips, available for rent or sale
- *Podcasts:* podcasts of broadcast material, sporting events, concerts, etc.
- *Live TV:* television channels that are available live
- *Videos downloaded from the web:* video content that is available from YouTube or from any other Internet site
- *Personal videos:* personal videos taken using a video camera, a photographic camera or a mobile phone
- *Webcam videos:* videos taken using a live webcam

The user experience:

The mobiclip.com portal features an intuitive design that can be used by anyone. Content is easy to move and erase. All the functions are readily accessible with just a few clicks on the keypad. Videos are displayed on the mobile phone in DVD-quality, at 25 frames-per-second and in full screen format. Battery life is not compromised.

3/ Actimagine also announces a partnership with France 24

France 24, the largest French international information channel boasting two French- and English-language, 24-hour television services, as well as an Arab-language channel that broadcasts for four hours a day offers mobiclip.com users access to its live channels and podcasts. All France 24 content will be available free-of-charge and can be accessed by simply clicking on mobiclip.com's Live TV and Podcast sections.

This partnership is intended to enhance the catalog of attractive content that is available on mobiclip.com. Using this new innovative distribution option, France 24 will increase its audience, diversify the user profile and reinforce their image as a channel totally focused on new technologies.

4/ mobiclip.com availability

Currently showing at Actimagine's Mobile World Congress stand, is the possibility to pre-register for the mobiclip.com web portal at www.mobiclip.com. Public release is currently scheduled for the fourth quarter of 2008.

Actimagine is also marketing the various building-blocks of mobiclip.com technology as discrete modules and with no branding, so that operators, telephone manufacturers, content publishers and producers of video on demand can integrate them partially or fully into their own solution.

About Actimagine

Actimagine develops and sells under license Mobiclip™, a patented software video codec which is optimized for mobile platforms. Already adopted by leading manufacturers and content publishers, Mobiclip is becoming a de facto standard for DVD-like quality on mobile phones. Mobiclip.com is a set of Internet based modules that enables mobile telephone users to access any kind of video content.

Registered in Delaware, USA, as Actimagine Corp., the company is headquartered in Paris with offices in San Diego, CA, and Singapore and a subsidiary in Tokyo. Motorola, Nokia, Sony Ericsson Sony Pictures Entertainment, as well as Nintendo and Fisher Price all feature among its reference clients. www.actimagine.com