



Avinity

NEOTION
Innovation Attitude

**Avinity Systems and Neotion bring rich interactive applications
to CI Plus digital television sets**

Advanced interactive TV without Set Top Box

Cologne, May 25, 2009 – Avinity Systems and Neotion have integrated their product offerings to bring advanced applications such as VoD navigation, rich interactive ads and accessing Web video to television sets with CI Plus capability, without the need for a separate two way Set Top Box.

Avinity's RenderCast™ platform can deliver rich media experiences to any end device. The platform is network-based and streams the user interface, enabling interactive services and access to on-demand content over any network to any existing two-way Set-Top Box or television. Whilst traditional interactive TV applications have to be integrated into each individual operator network and platform, applications can now be deployed on network based servers.

Neotion CI Plus Hybrid IP modules do bring in a seamless manner two way genuine capabilities to legacy mainstream Receivers and TV sets. Doing so, such advanced Modules are tailored for TV operator's needs aiming at running their services directly on the digital TV sets and without the need of any STB. The Neotion secured silicon technology on module combines security features with two way interactive applications within a unique device. The great flexibility of this platform allows to adapting it ideally to Avinity's solution, thus bringing to TV operator's and their customers the highest grade of graphical environment's quality.

"This approach to application deployment greatly reduces cost and complexity of launching and managing rich media content for both content provider and operator" says Ronald Brockmann, CEO of Avinity. "Deploying without separate Set Top Box is more convenient for the consumer, less expensive for the operator, and now supports the same advanced on-demand and interactive services."

Loïc Bernard, CEO at Neotion said: "Neotion advanced IP modules enable operators to maintain a customized User Interface approach onto mainstream Digital TV set as they have had over the past with vertical proprietary set-top boxes. The great advantage is that they are reducing their CAPEX very significantly while strengthening the attractiveness of their offer to their end-users providing them a definitely better experience."

Visitors to the ANGA Trade Show in Cologne can visit a demonstration at the TANDBERG Television booth.

About Avinity Systems BV

Avinity Systems is a leading vendor of interactive TV platforms and tools enabling rich media services on existing infrastructures, without the need for new high-end set-top boxes. Its partners include Tier 1 Cable and IPTV operators as well as leading content providers. Avinity's RenderCast platform enables richer video navigation, branded portals, web to tv and interactive advertisements. Avinity was founded in early 2005 and is based at the Hilversum Media Park in The Netherlands.

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About Neotion

NEOTION is a public company created in January 2000, and listed since June 2006 on Alternext Euronext Paris.

NEOTION is a leading provider of highly - sophisticated System - on - a - Chip (SoC) MPEG - 4 processors, as well as turnkey sub - systems and reference designs enabling seamless integration and unrivalled time to market for the Consumer Electronics Industry and the TV Operators.

NEOTION's secured silicons uniquely combine: MPEG - 4, advanced security modes, and hybrid IP connectivity opening sidewise also towards digital home convergence, IPTV and TV 2.0.

NEOTION is the inventor of the original MPEG - 4 decoder in a card designed for Common Interface receivers (iDTV and STB). NEOTION offers a compelling range of disruptive MPEG4 Modules enabling, beyond MPEG - 4 upgrade, secured silicon based Security, DVR functions in a SD - Card, and Hybrid IP home network capabilities for genuine legacy TV sets.

Side to breakthrough Modules, NEOTION has designed the NP5 series processors that are able to power ultimate low cost / ultra low power boxes tailored for green field broadcast TV Markets (DTT and DTH), as well as for Telecom Operators looking for simple IP box solutions in a multi room and home network context.

NEOTION also offers reference designs, API, SDK, and development boards enabling various levels of implementation and customization (from application specific, to dedicated chipset ROM code).

Neotion is an active stakeholder of the CI Plus LLP, as well as a member of DVB, DigiTAG, the Digital TV Group, OpenIPTV Forum and UPnP Forum.

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