



Ikivo and Expway sign Technology Alliance to deliver open standards Mobile TV platform based on Mobile SVG and DVB-CBMS

Expway and Ikivo intend to launch world's first reference Mobile TV Platform based on SVG Tiny 1.2

Stockholm, Sweden, Paris, France – 7th February 2006 – Ikivo AB, the leading provider of SVG software solutions for mobile devices and Expway, the leading provider of Electronic Service Guide (ESG) software solutions announced today that they have signed a marketing and technology alliance to bring full SVG Tiny 1.2 and DVB-CBMS mobile TV solution to the market.

As part of this agreement Expway will integrate Ikivo's Multimedia SVG Player with their DVB-CBMS compliant ESG and EPG (Electronic Program Guide) solutions to deliver the world's first mobile TV reference platform based on the combination of DVB-CBMS and SVG Tiny 1.2. The combined solution will enable application developers and Mobile Operators to build rich multimedia SVG mobile TV applications to be distributed and played on Ikivo's Multimedia Mobile SVG player for both IP and DVB-H mobile TV broadcast.

"Providing a rich, intuitive and easy to use mobile user experience and content creation environment is paramount to a successful mobile TV deployment" says **Samuel Sweet, Director Sales and Marketing at Ikivo**. "SVG Tiny 1.2 is the perfect enabler for rich mobile TV services and end user interactivity using SVG Tiny powered Electronic Program Guides (EPGs)"

"Accessing and acquiring relevant content in 2 or 3 clics on a mobile device is becoming a critical issue to attract consumers towards a growing offer of multimedia services available on telecom networks " says **Antoine Weil, CEO at Expway**. "Expway full DVB and interoperable Electronic Service Guide offers a truly intuitive search engine facility that, together with Ikivo SVG Player, will offer this user experience and provide to Operators a turn-key solution to promote services and to manufacturers a fully integrated and powerful MobileTV platform."

Demonstrations of Ikivo Mobile SVG solutions will take place at the Swedish Pavilion 2:0 Stand G26 at the 3GSM World Congress event in Barcelona, Feb. 13-16, 2006

Demonstrations of Expway ESG solutions will take place at Expway booth, Hall 4, Level 7, Hospitality Suite HS7.27 at the 3GSM World Congress event in Barcelona, Feb. 13-16, 2006.

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About Ikivo AB.

Ikivo based in Stockholm, Sweden is the leading developer of software solutions for Mobile SVG (Scalable Vector Graphics). These solutions address the needs of mobile device manufacturers, mobile operators and content creators, empowering them to create and enable rich, compelling media services for mass-market mobile phones. Core products include the Ikivo SVG Player, an open standard, compliant technology that allows phone manufacturers to enable their devices for Mobile SVG, and Ikivo Animator, a professional content creation tool that integrates into any design workflow to animate static SVG content for mobile phones. Ikivo is an active participant in the World Wide Web Consortium (W3C), instrumental in driving industry standards and shaping the future of mobile graphics.

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About EXPWAY

EXPWAY is the leading provider of end to end software solutions to promote, access and acquire multimedia content over multiple network devices. EXPWAY provides Electronic Content Guide and Multimedia Search Engines targeting high value content discovery system and solutions dedicated to mobile, broadband and broadcast networks. It draws its expertise from its proven and world-class patented binary XML technology, BinXML™, already adopted as the binary XML transport format by MPEG-7, TV-Anytime and DVB standards. EXPWAY solutions are suitable for constrained environments and devices such as mobile phones and digital TV set-top-boxes. EXPWAY is headquartered in Paris, France.

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