



MOBISION

PRESS RELEASE

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For immediate release

Alsumaria TV, the independent broadcaster Iraqi Satellite TV Network selects ENENSYS to conduct the first DVB-H MobileTV commercial launch in the Middle East.

Alsumaria TV's MOBISION confirms its leading position in TV broadcast and innovation in MobileTV by using DVB-H network equipments from ENENSYS Technologies.

Alsumaria TV's MOBISION has selected ENENSYS Technologies' solution to promote and conduct the first MobileTV service on a large-scale commercial basis in Iraq. Alsumaria TV has selected also E2M, a sister company, to be Mobision system integrator. E2M has also developed the first Arabic DVB-H subscriber management system. ENENSYS Technologies, provider of broadcast equipments and solutions, delivers its DVB-H Head End equipments to Mobision, featuring advance video transcoding and statistical multiplexing using Transcaster and MobiMux.

The launching of this high-end technology into a fluctuating Iraqi market not only places Alsumaria TV amidst the most advanced and developed TV stations in the Arab world, always providing innovative and state-of-the-art services, but also as a technology trend-setter offering unique audio-visual solutions to the wide audience.

Regis Le Roux, CEO at ENENSYS, said: "ENENSYS has the most complete portfolio on DVB-H broadcast products with advanced patented features guaranteeing high grade solutions. Alsumaria TV's MOBISION was looking for such a solution including the scalability we are able to provide. This is why we are proud to support Mobision for the first commercial MobileTV deployment in the Middle East".

About ENENSYS Technologies SA

ENENSYS Technologies has years of experience in the design and manufacturing of Digital TV transmission systems. Offer ranges from Mobile TV, Digital Terrestrial TV, IP Distribution to Test & Monitoring solutions, with high grade services and trainings. Covered standards include DVB-H, T-DMB, DVB-T, DVB-T2, DTMB, Digital Cable, ... ENENSYS has over 200 customers in 50 countries. Customers are Broadcast & Network Operators, Telcos, Chipset Vendors, Receivers Manufacturers and Global System Integrators. Headquartered in Rennes, France, in the heart of the European Digital Broadcast Cluster, ENENSYS is a public company listed on Euronext Paris Stock Exchange (FR0010286252 - MLENS). For more information, please visit www.enensys.com.

About Alsumaria TV

Alsumaria TV is an independent privately owned Iraqi TV established in September 2004. It has a highly skilled team of over 500 working across Iraq to include Kurdistan, Lebanon, United Arab Emirates and Jordan. Alsumaria TV broadcasts 24 hours a day. The TV programs line-up focuses on entertainment, culture, politics and news in addition to social programs and live shows.

Alsumaria TV reflects the new Iraq. Its "Logo" carries part of Iraq's history, people, and culture. Today Iraq is reviving and reliving. The Iraqi people see the new world through TV that reflects their life and gives them hope. Alsumaria TV is there for their enjoyment, their voice, and their mirror reflecting the Iraqi image to the world. Please visit www.alsumaria.tv for more information.

