



PRESS RELEASE

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Expway ESG Server and Rohde & Schwarz Multiplexer are Fully Integrated with ATSC A/153 Mobile DTV Standard

Expway and Rohde & Schwarz have joined effort to improve workflow management

Previously, when a Broadcaster wanted to change the configuration parameters of an ATSC Mobile DTV headend, the components of the equipment had to be configured manually and separately.

The workflow improvement that Expway has implemented changes this drastically: Now the respective systems manage the dataflow and configuration changes automatically.

With this new system capability the workflow is fully automated. Adding new Mobile DTV services, changing logos, modifying RF parameters or inserting interstitial advertisements becomes easy. Expway's Platform Manager configures Expway's Signaling and ESG. The Rohde & Schwarz Emission Multiplexer R&S AEM100 then processes these changes. Both happen automatically. The Broadcaster has the option to manage all of these changes even from a remote location.

There is a clear trend from the Broadcasters' side to select and use separate vendors systems, rather than having a single vendor providing them everything. At the same it is critical that these systems be best of class, well integrated and user-friendly and take into consideration the Broadcaster's needs.

"Sinclair Broadcast Group believes it is important to have the flexibility of dealing with multiple vendors. It gives us the freedom of selecting, for ourselves, the best vendors and tools available. We are very happy to work with Rohde & Schwarz and Expway for ATSC Mobile DTV requirements. Their tools fit our operational needs." says Mark Aitken, the Director of Advanced Technology at Sinclair Broadcast Group.

The improvement offered by Expway's Platform Manager will be available for all the new Rohde & Schwarz and Expway ATSC Mobile DTV installations without any additional cost.



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Company descriptions:

EXPWAY (<http://www.EXPWAY.com>) is the world leader in Interactive Mobile DTV Solutions for broadcasters, telecom operators and device manufacturers. Its products have been adopted in more than 15+ commercial deployments in the US, Europe, Japan and Asia. With EXPWAY's FastESG™ solution, Mobile DTV is much more than just a 'Tiny TV' -- and it is stickier than ever before.

EXPWAY's strong mission is to provide its customers with the best tools to generate more revenue, to make the content 'stickier' than before and therefore reduce CHURN.

Rohde & Schwarz is an independent group of companies specializing in electronics. It is a leading supplier of solutions in the fields of test and measurement, broadcasting, radiomonitoring and radiolocation, as well as secure communications. Established more than 75 years ago, Rohde & Schwarz has a global presence and a dedicated service network in over 70 countries. It has approx. 7400 employees and achieved a net revenue of € 1.2 billion (US\$ 1.7 billion) in fiscal year 2008/2009 (July 2008 to June 2009). Company headquarters are in Munich, Germany.

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ATSC Mobile DTV (Advanced Television Systems Committee - Mobile/Handheld) is a standard in the USA for Mobile Digital TV (A/153) that allows TV broadcasts to be received by mobile devices. For the Washington DC trials most TV channels will be carried free-to-air.

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