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Triveni Digital and UDcast Complete ATSC Mobile Product Integration

Proven and Robust Interoperability Will Bring Greater Flexibility and Expand Choices for ATSC Mobile TV Providers and Broadcasters

PRINCETON, N.J. and SOPHIA-ANTIPOLIS, France — April 20, 2009 — Triveni Digital, a leading provider of systems for the management and distribution of data and metadata in DTV, mobile DTV, cable, and IPTV streams, and UDcast, a global provider of wireless IP broadcast solutions, announced today the successful interconnection of their respective ATSC Mobile products, significantly enriching the choice of ATSC Mobile broadcasting equipment.

The integration between Triveni Digital and UDcast will enable increased flexibility for ATSC Mobile TV broadcasters and further establish Triveni Digital's leadership in the ATSC metadata market. Triveni Digital's GuideBuilder™ PSIP generator will synchronize information with the UDcast ATSC Mobile Multiplexer, therefore ensuring a reliable and accurate metadata for the new mobile television system.

The Triveni Digital GuideBuilder PSIP generator is a well established tool that enables broadcasters to meet the FCC's PSIP requirements, ensures the viewability of their DTV broadcasts, and enhances over-the-air DTV service. The system provides mission-critical operational capabilities for both content providers and network operators by generating accurate metadata, the foundation for ATSC digital television transport streams whether broadcast for television sets or for mobile devices.

UDcast is a world leader in supplying critical solutions for a number of different mobile television technologies with up to 70 percent of global mobile TV deployments. The company's introduction of an ATSC Mobile solution is a continuation of its efforts in DVB-H and DVB-SH. UDcast is a pioneer in the creation of mobile TV standards that have enabled the development of mobile TV ecosystems through

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partnerships with major telecom and broadcast infrastructure providers.

Triveni Digital will demonstrate the new mobile TV solution at the 2009 NAB Show, April 20-23 at the Las Vegas Convention Center, exhibiting in the South Upper Hall booth SU3402.

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About UDcast

UDcast is a global leader in the development of solutions for the delivery of content to a broad range of devices over existing and emerging wireless networks worldwide. UDcast's mobile TV technology is a key component in the end-to-end solutions from major systems providers including Motorola, Nokia, NSN, Alcatel-Lucent, Tandberg-Ericsson, Cisco-Scientific Atlanta, Harris Broadcasting, and others. UDcast's satellite-aware IP appliances are widely deployed at thousands of sites around the globe. The company was recognized in 2007 as a leading European technology company by the prestigious Red Herring Hot 100 award. The company maintains its global headquarters in Sophia-Antipolis, France with offices in the USA, Spain, Algeria, and Italy. For more information, visit www.udcast.com.

About Triveni Digital

Triveni Digital Inc., a subsidiary of LG Electronics, develops systems that provide for the management and distribution of data and metadata in DTV, mobile DTV, and IPTV streams. Triveni Digital's products for DVB SI, ATSC PSIP, data broadcasting, stream analysis, and monitoring are renowned for their ease of use and innovative features. Working with leading industry partners, Triveni Digital employs an open and standards-compliant approach to the digital television market. More information is available at www.TriveniDigital.com.

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