

ATEME Enables Free to Expand IPTV Bandwidth

New Kyrion Video Encoders Dramatically Enhance the Compression of 18 Television Channels, Enabling Many New Subscribers to one of the World's Largest IPTV Deployments



free

Bievres, France – May 22nd, 2007

ATEME SA, a world leader in video compression solutions supporting HD or standard content deployed across any platform, today announced a major video encoder sale to leading French telco Free, a subsidiary of the Iliad Group (Paris Bourse Ticker:ILD).

Free is the number one alternative ADSL operator in France with more than 2,498,000 subscribers as of March 31, 2007.

Free is one of the world leaders in IPTV deployments and is capable of leveraging ATEME compression technology throughout its infrastructure. Using the new Kyrion™ MPEG-4 AVC SD video encoder from ATEME, 18 standard definition television channels will go live at the unprecedented bit rate of 1.7 Mbps.

With such a significant bandwidth saving, Free will be able to sign up new subscribers who are currently unable to receive IPTV due to their distance from the DSLAM.

"Free has been the most aggressive Telco in the world when it comes to deploying IPTV and innovative services," said Benoit Fouchard, Vice President of Sales, Broadcast and Broadband for ATEME. "We are very proud to continue our strong relationship with them and to be an integral part of growing one of the world's biggest IPTV subscriber bases."

About ATEME

ATEME (www.ateme.com) is a world-leading provider of MPEG-4 / H.264 video compression solutions. ATEME's renowned technology supports both standard and HD content, deployed across any platform – from mobile to Ultra HD. ATEME provides broadcasters, telcos and security providers with unmatched compression quality while simultaneously licensing its unique MPEG technology and expertise to select vendors.

ateme

ATEME. Because Content Deploys Everywhere.

ATEME™ and Kyrion are trademarks of ATEME SA. All other trademarks and registered trademarks previously cited are the property of their respective owner(s) and are hereby acknowledged.

Contact

Press:

Jonathan Hirshon
Horizon Communications
jh@horizonpr.com

For press-release and press materials,
create a free account on <http://extranet.ateme.com>

Visit our website: <http://www.ateme.com/>