

## PRESS RELEASE

### **CellMetric Launches Modus 2 DVB-T/H RF Player for in store TV at IBC2007 in Amsterdam Mobile Zone, Stand MZ292**

3 September, 2007 – Cambridge, UK – CellMetric Ltd, the digital TV broadcast company providing innovative and cost effective solutions for the deployment of digital terrestrial and mobile TV systems, announced it will be launching its new Modus 2 DVB-T/H player modulator at IBC2007 in Amsterdam 7<sup>th</sup> to 11<sup>th</sup> September 2007 stand MZ292.

The CellMetric Modus 2 is designed to provide cost effective digital terrestrial and mobile TV RF playout for in store TV feeds, consumer product demonstration, and point of sale display.

With the transition to digital TV by 2012 in the UK and many other European countries, retail outlets need to upgrade their in store TV demonstration capability.

Modus 2 provides a cost effective solution to using existing in store legacy coaxial wiring to provide digital content of the stores own choosing and copyright to its DTV displays. Modus 2 can broadcast multiple HD TV channels over a store's cable infrastructure, providing targeted advertising and easily controlled demonstrations.

For example a DTT multiplex can be broadcast containing stores specific promotional material, a sports program, and a cartoon program. DTTVs will be able to navigate between these programs using their standard remote controls.

TV content for the Modus 2 can be delivered in 3 ways:

- Compact Flash Memory Card
- Integrated Satellite receiver card
- Store Forward to disk via an IP feed

Industry standard USB2.0 and 10/100 BaseT Ethernet interfaces provide connectivity to corporate LAN/WAN networks to provide data feeds and remote control

CellMetric will be showcasing its DVB-H and DVB-T products at IBC2007 in Amsterdam, 7<sup>th</sup> – 11<sup>th</sup> September, Mobile Zone Stand MZ292.

### **About CellMetric**

CellMetric – (Cell - Macro Cellular broadcast systems) (Metric –application of measurement algorithms to provide intelligence to broadcast systems)

Founded in 2005, CellMetric was formed with a goal to develop innovative, intelligent and cost effective solutions to meet the challenges of digital switchover and the mobile video infrastructure market. Drawing on the expertise of a highly experienced team of systems, software, RF and VLSI engineers with extensive experience in digital TV and mobile communications, CellMetric is developing a range of modular solutions, including: repeater systems, micro base stations and the Modus 3 I/Q RF signal sources for network emulation. Key to these systems is CellMetric's Software Defined Digital Radio architecture and "Application Specific I/Q™" modules which allow efficient customisation of this architecture using plug and play channel coders.

All CellMetric's products blend a mix of fast processors, FPGAs, and broadband RF digital radio to provide intelligent, self measuring transmission systems.

CellMetric is currently working in the areas of:

- DVB-T
- DVB-H
- DAB
- T-DMB
- DVB-S2

CellMetric's patented architectures are highly modular, allowing the efficiencies of engineering reuse to be gained.

CellMetric =

- Easy to install
- Easy to operate
- Easy to maintain

Cell Metric was formed in 2005 by Graham Norgett, one of the founders of Symbionics Instruments, later Adherent Systems, which developed a significant market share in the DECT and DVB MPEG test systems market. Adherent, where Norgett was Marketing Director was sold in 2001 to a major US based T&M multinational.

CellMetric is a privately held limited company.

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