

## PRESS RELEASE



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### ***IWEDIA transforms the set-top box into a genuine multimedia centre. Dedicated software solution showcased at IBC '07***

**Rennes, France, July 11, 2007:** IWEDIA, the international provider of embedded DVB-based software solutions for digital television devices, today announced it will be showcasing its multimedia centre market solution for set-top boxes at IBC '07 in Amsterdam from September 7th through 11th.

This market solution is a dedicated edition of IWEDIA Comedia middleware which manages mass storage devices connected to the set-top box via the USB port.

When users connect a digital camera, an audio player or a memory key to their boxes, the multimedia centre appears, enabling content available on the device to be browsed. Any given content can then be selected to be rendered in the appropriate format - video (MPEG, DivX), audio (MP3) or image (JPEG) - via the TV set. Pictures can be arranged into slideshows and audio clips into playlists.

At the show, the solution will be demonstrated integrated within a set-top box based on the STMicroelectronics STi7710 chipset. The box is connected to an HDTV set via HDMI, which allows JPEG images to be rendered in High Definition. The product will be distributed in the UK by a major wholesaler to serve the Christmas period sales.

Patrick Desproges, CEO, IWEDIA, says: "Connected digital living will be the next big thing. We want the set-top box to play a key role in this landscape. Transforming the receiver into a multimedia centre is a significant step. The next step after that will be to have access to content available over the home network."

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#### **About IWEDIA**

*Preparing tomorrow's television together.*

IWEDIA provides software solutions for connected audiovisual digital terminals and engineering services across the whole digital image chain. The company builds on over a decade of experience in the field of digital television. IWEDIA is headquartered in Rennes, where it plays a proactive role in the world-class "Media & Networks" competitiveness cluster. IWEDIA is an independent company backed by four venture capital partners active in the field of digital media: CDC Innovation, I-Source, iXCore and ACE Management.

More information available at [www.iwedia.com](http://www.iwedia.com).