



MEDIASYSKOM Selected for Prestigious Showcase at Innovate!Europe 2005

Among Leading Innovators to Present June 13-15 at Summit in Zaragoza, Spain

LE Bourget du Lac June 2005 – Guidewire Group, producers of the Innovate! Conference series, announced today that it has selected MEDIASYSKOM to participate in its exclusive Innovate!Showcase at Innovate!Europe 2005, premiering June 13-15 in Zaragoza, Spain. MEDIASYSKOM is among a select number of cutting-edge European companies chosen by Guidewire Group from a pool of hundreds of applicants.

MEDIASYSKOM's unique product offering and forward-thinking management team set it apart from other companies under consideration. Amidst a fractured technology landscape in Europe, MEDIASYSKOM has propelled itself to the head of the pack by promoting a cross-border ecosystem, taking daring business risks and embracing technology as a competitive lever. Mediasyskom will presents its whole range of solutions which include : TVZeeGateway, TVZeeCoder, TVZeeTranscoder, TVZeePlayer, TVZeeDACServer, TVZee T-DMB Encoder, TVZee DVB H Encoder,)

“We are honored to be recognized as a Showcase Innovator. It is a distinction we’ve worked hard for and are proud of, and we look forward to sharing the fruits of our labor with participants at Innovate!Europe,” said Mr Emmanuel BASSE, MEDIASYSKOM CEO. “MEDIASYSKOM solutions will give the Innovate! audience an informative peek into the possibilities of a technological landscape shaped by a vibrant European ecosystem.”

Executives from MEDIASYSKOM will be among the hundreds of senior technology leaders, entrepreneurs, investors and government officials that will gather at Innovate!Europe in Zaragoza to address the need for a unified pan-European technology innovation ecosystem that will transform entrepreneurship in Europe. The result of this ground-breaking symposium will be a white paper titled “***Innovate!Europe Agenda for the New European Technology Innovation Ecosystem***,” which will be delivered to business leaders, policy makers and press throughout Europe.

“Our purpose in launching Innovate!Europe is to celebrate European innovation and to accelerate creation of the next wave of great European tech companies, like SAP and Business Objects. There are many talented innovators in Europe, as evidenced by the companies we have chosen for the Innovate!Showcase,” said Chris Shipley, Guidewire Group co-founder and executive producer of Innovate!Europe. “The challenge that we hope to address through Innovate!Europe is how to transform this raw talent into commercial success.”

As the respected host of the DEMO conferences in the United States, Guidewire Group’s lead analyst Chris Shipley has helped nearly 1,000 companies break into emerging markets. Indeed, for MEDIASYSKOM to be chosen by Chris as a leading-edge product is a mark of credibility and excellence that has propelled hundreds of entrepreneurial companies to success.

Chris and her team of analysts spent hundreds of hours personally screening European technology companies to identify the leading innovators chosen to participate in Innovate!Europe 2005. Companies were evaluated on several criteria, including a unique approach to the target

market, importance of the problem addressed, size of the market opportunity and capability to move the product to the global stage.

Additional details on Innovate!Europe 2005 and the Innovate!Showcase program can be found online at <http://www.innovate-events.com>.

Mediasyscom, company profile:

Mediasyscom is a software solutions editor. Its innovative solutions allow to deliver, over high bandwidth networks, television services on TV sets, PCs, PDAs and mobile phones: one of the innovative functions offered allows the TV viewer to play with a live stream as if he had VCR functions (Direct A La Carte). Its customers are the well-known television and telecom Operators. Mediasyscom has got the ambition to become a worldwide leader in this market. It aims at a several million euros turnover in 3 years, mostly in export sales, with a team of 35 to 40 people. Mediasyscom has the JEI label (Jeune Entreprise Innovante – Young and innovative company) and has patented its technology.

About Guidewire Group

Guidewire Group focuses obsessively on market-making ideas and technology products, bringing the right people together at the right time with the right information to accelerate market development and business opportunity. As a global media company creating events and online media, Guidewire Group helps entrepreneurs—and those who support them—navigate the challenging terrain that leads from innovation to market value. Guidewire Group has offices in California and the United Kingdom. For more information, visit <http://www.guidewiregroup.com>.

About Innovate!Europe 2005

Innovate!Europe 2005 marks a turning point in Europe's Technology Innovation Ecosystem. Debuting June 13-15 in Zaragoza, Spain, Innovate!Europe is the only executive-level summit designed to engage and activate the European technology ecosystem, and to honor some of Europe's most significant new innovations. Europe's leading investors, executives, entrepreneurs, media, public administrators, and service providers will actively engage with one another through thoughtful discussion, insightful analyses and compelling company presentations. The result of this ground-breaking symposium will be a white paper titled "***Innovate!Europe Agenda for the New European Technology Innovation Ecosystem***," which will be delivered to business leaders, policy makers and press throughout Europe. Innovate!Europe's sponsors and media partners include the City of Zaragoza, the Zaragoza City of Knowledge Foundation, Informatica El Corte Ingles, Microsoft, Porter Novelli, Forsyth Group, iUpload, Six Apart, CNET Networks VNU, DEMO, EBAN, Industry Standard, Mar-Tech & Finance, Multimedia I.T., PIIT, Serbian Chamber of Commerce and Technology Review Germany. For more information, visit <http://www.innovate-events.com>