Mobile Devices with Enhanced Quality and Faster Time to Market

EXPWAY, the leading Electronic Service Guide (ESG) vendor and middleware provider for Mobile DTV and Siano, announced their partnership to deliver top-quality mobile devices.

Pairing Siano's mobile ATSC silicon with EXPWAY's middleware enables manufacturers to build their devices faster and to focus on brand-related issues, such as the look and feel of the device and the User Interface design. EXPWAY has ported its software on iOS, Android, Windows and Linux operating systems and this one-stop-shop approach works with all embedded devices, such as tablet computers, accessories, in-car devices and smartphones. In addition to the U.S., the two companies are collaborating on solutions for the mobile Pay-TV market in Japan (ISDB-Tmm).

"Device makers need complete packaged solutions to speed up their time-to-market," said Ronen Jashek, VP Marketing of Siano. "EXPWAY and Siano have very complementary product lines. EXPWAY's Mobile DTV middleware for mobile ATSC and for ISDB-Tmm is recognized as state of the art in the industry. EXPWAY's server solutions are already provided to several broadcast networks in the U.S. which makes their client solution a natural match with Siano's receiver solutions. Our mutual customers benefit from this partnership in that their products are guaranteed to work smoothly with mobile ATSC transmissions."

"EXPWAY has a great opportunity with Siano reselling our software," comments Ulla Saari, EXPWAY VP of Sales and Communications. "In fact, Siano is the only ATSC-M/H silicon vendor today that sells chips commercially, when all the other vendors in this market manufacture chips for their in-house brands only. In parallel, the major broadcast networks are lighting up their stations as we speak, so 2012 will finally be the year when commercial devices will also be available in stores. And we are ready," adds Saari.

The solution developed by EXPWAY and Siano has already been adopted by several partners and customers, including Elgato, a leading Apple accessory provider.

Visit Siano at CES 2012, January 10-13, 2012 at the Las Vegas Convention Center, Mobile DTV TechZone, Booth #13545

For more information, visit us at www.EXPWAY.com [1].

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