

PRESS RELEASE**NAB 2013, Stand SU4315**

Infostrada to acquire MOG Technologies

Media file technology and ingest solutions are valuable additions to product line

Amsterdam, Netherlands - 5 April 2013 - Infostrada, a global provider of sports media, interactive and creative technology services, today announced that it has signed a letter of intent to acquire MOG Technologies, the acclaimed developer of innovative digital video ingest products and media file technology.

“MOG’s expertise in digital media workflows and file formats is essential in creating the next stage of digital media tools. The versatility and reliability of the MOG ingest products is widely recognised,” said Bart-Jan van Genderen, Chairman, Infostrada. “MOG and Infostrada share a common vision of the future of digital media creation and we look forward to combining our strengths.”

“Infostrada understands the change the digital media industry is experiencing. The team’s extensive real-world experience in creating digital and cloud-based workflows is of great importance to our future,” said Luís Miguel Sampaio, Chief Executive MOG Technologies. “Together we will accelerate our development activities, create best-of-breed products, innovate workflows and grow our global presence.”

MOG Technologies provides innovative products and solutions to broadcasters and content creators. Its versatile mxfSpeedrail product line offers post-production users a centralized, multi-format ingest system, a powerful and flexible multi-format live video recording and playback platform and a versatile digital media transcoding and delivery solution. MOG also offers award-winning MXF and GXF tools that enable accelerated development and migration to the next generation of IT-based multimedia content applications. MOG is presenting at NAB 2013 on Stand SU10707.

Infostrada products include [Centralparq](#), a line of unique cloud-based production workflow tools designed to simplify the digital production process; [SmartVOD](#), a new turnkey solution

that enables content owners to cost-effectively create their own video on demand services; and Arena, a revolutionary cross-platform publication engine that overcomes traditional technical and operational complexity. These products will be available for demonstration on Infostrada's stand SU4315 at NAB 2013.

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About Infostrada:

Through creativity and innovative technology, Infostrada connects rights owners, content creators and brands with the consumer in new, measurable and effective ways. Infostrada is active in three domains: Sports, Interactive and Creative Technology.

Infostrada Sports works in collaboration with its partners to create exciting sports programming and meaningful sports data that drives value from their owned rights. Our unique front-end solutions help them reach their audience across multiple platforms. Plus, maintaining the world's largest database of Olympic sports statistics guarantees relevance and context to our blue-chip partners across the world.

In the interactive domain, Infostrada creates engaging user experiences on mobile, smart TV and web. Its multi-platform publishing engine, Arena, means your cross platform engagement and monetisation is simple and future-proof.

Infostrada's Creative Technology helps major broadcasters, studios and distributors with the production and global distribution of their most valuable titles. As a digital pioneer, Infostrada has transformed time-consuming traditional processes into smooth integrated workflow solutions.

Infostrada, part of Consolidated Media Industries, is a global company with operational hubs in the US, Asia and Europe.

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