



Grid-TV selects Mimundo TV Player

Hybrid TV solution for the IPTV market

Grünwald/München, November 19, 2007. Grid-TV and Mimundo are working together to establish an innovative Hybrid TV solution for the consumer market. The main focus of the partnership is on convergent applications for PC users to deliver mass market TV together with special interest channels, whether 24/7 program or on demand. The Mimundo client is an extension of Grid-TV's business model which now provides customers with new means of advertising and communication with the end users. Instead of single web portals, Grid-TV can now offer complete genre portals within a client.

The new service will feature an integrated media guide and a search function across all media. New interactive services like voting, interactive ads, network-based PVR, communication services like VoIP, chat and more will be delivered together with user-generated content from communities. The parties plan to deliver first applications of the hybrid TV solution till CeBIT 2008. At the same time, new forms of advertising will be established for the platform partners.

"The convergence of broadband internet and TV content has begun and will change the consumer behaviour dramatically", says Timon Lutze, Director of Mimundo Concept. "We have been developing a player that provides users with the services they demand in the future; next to Live-TV real added value such as interactivity and special interest channels", adds Lutze.

"With this partnership we extend our services for our business customers" says Katharina Aliaga, CEO of Grid-TV AG. "With our reliable and stable platform, we deliver more than 200 channels. We expect the usage of internet TV to grow massively in exponential rates", adds Aliaga. "However, big challenges are ease and user friendliness for the viewers. We face this challenge by delivering this next generation player. Whether it is interactivity or switching between various media – this device meets every demand."

About Mimundo Concept Ltd.:

Mimundo Concept Ltd. is a group of independent professionals based in Rolandseck near Bonn. It was founded in February, 2005, for the purpose of consulting, developing, marketing, and delivering new digital end-customer services for all types of digital networks and all types of devices, from TV to PDA. The management has long years of experience in the area of Informatics, Fraunhofer Institute projects, Telecommunications Industry, and convergent digital services. The mimundoTV player is a hybrid IPTV softclient with a central control across different media sources like LiveTV, IPTV, WebTV, TVoD, UGC, WebRadio and on-demand portals like VoD. It enables convergent & interactive services like dynamically linking TV content to websites, interactive Ads, self learning journals.

About GRID-TV:

The core business focus of GRID-TV is the international development of Internet TV networks; this is accomplished by providing economically feasible and reliable IPTV solutions to the marketplace. GRID-TV holds a patent for the operation and distribution for around the clock (24x7) television over IP-based media. As such GRID-TV grants international broadcast licenses, enables product delivery from broadcasters directly to the consumer, and licenses an impressive broadcast scheduling software product. GRID-TV also operates an International Playout Center and the German Internet TV broadcasting center, where up to 10,000 Internet TV stations can be controlled simultaneously. FileLoadBalancing neuronal net, TV-Edit and TV-Serve technologies enable unique, target-group specific, global TV based on common internet streaming software using communication channels such as satellite, terrestrial, cable, UMTS, GPRS and internet. GRID-TV distributes more than 200 TV channels and subsidiaries in Germany/GRID-TV Deutschland GmbH and Austria/GRID-TV Broadcasting. GRID-TV is a privately owned AG based Zurich. The company benefits from its long term experience of utilizing new technologies and has been marketing its business since GRID-TV evolved from the ArtVoice Group, a visionary company with expert knowledge in both the video and audio industries. GRID-TV employs highly qualified people who continuously strive toward innovation and have a proven and competence background for operating GRID-TV at the international level.

Further information:

**GRID-TV GmbH, Katharina Aliaga Leiva, Bavariafilmplatz 3, 82031 Grünwald/Germany,
Tel.: +49 (89) 744 88 88-12, Fax: +49 (89) 744 88 88-19, Mail: info@grid-tv.com, Internet: www.grid-tv.com
GRID-TV AG, c/o Andy Wettstein & Co, Gartenstraße 33, 8027 Zürich/Switzerland**

**Mimundo Concept Ltd., Timon H. Lutze, Bonner Strasse 10, 53424 Rolandseck/Germany,
Tel.: +49 (2228) 933 270, Fax: +49 (2228) 933 271,
Mail: tlutze@mimundoconcept.de, Internet: www.mimundo.tv**

**Press contact: Konzept PR GmbH, Andrea Finkel, Karolinenstr. 21, 86150 Augsburg/Germany,
Tel.: +49 (821) 3430015, Fax: +49 (821) 3430077, Mail: a.finkel@konzept-pr.de, Internet: www.konzept-pr.de**