

## **Popwire demonstrates broadcast solutions for 3G at CEBIT**

### **CEBIT, Hannover :**

Popwire and Ericsson today demonstrates an end-to-end solution for streaming media to wired and wireless Internet and 3G networks.

"Popwire is the only company in the world that can offer streaming media solutions regardless of media format, server or network, says Anders Norström, CEO Popwire. Our solution enables the simultaneous distribution of streaming media to any server on any network via wired or wireless Internet. The implication of this is that the Internet can be used to broadcast and distribute TV to all available networks. This will in turn lead to an increased freedom of choice for both producer and consumer, as well a significant cost reduction in comparison with current broadcasting systems.

A number of Popwire's solutions are patent pending.

In December 2000 Popwire and Ericsson successfully staged the worlds first live 3 G broadcast from the heart of Stockholm. The broadcast attracted over 80,000 viewers and showcased the potential of the next generation of mobile communications.

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*The Popwire Group consists of three divisions - Popwire Music, Popwire Media and Popwire Technology. The core business concept is the production and distribution of entertainment content.*

*Popwire Music acts as a Pop Star generator giving artists the opportunity to achieve success and allowing the music industry to acquire and launch new stars with a proven track record.*

*Popwire Media is a content aggregator and distributor, featuring Internet, Radio and TV content produced in-house as well as externally produced material.*

*Popwire Technology develops IP based applications and broadcasting solutions for the Popwire Group, as well as external partners. The focus is on creating streaming media solutions for the Internet and the third generation of mobile communication.*

*Popwire syndicates content to several major portals and has strategic partnerships with leading technology companies. Popwire has 45 employees, and has offices in London, New York, Stockholm and Tokyo.*