



WHITEOAKS TO LEAD ACTIMAGINE'S PR

ActImagine, French company which launched Mobiclip™, an optimised video compression technology dedicated to mobile platforms, chose Whiteoaks International to manage its PR.

Whiteoaks, a communications agency specialising in information technologies and emergent services has been appointed to publicise ActImagine through a large sample group of publications through-out Europe, with the support of its international PR network, Whiteoaks International.

Whiteoaks' main task is to position Mobiclip - ActImagine's patented video compression software solution - as the *de facto* standard for video on mobile platforms – in particular mobile phones.

« The TV and cinema industries show a growing interest for mobile phones, and initiatives to provide end users with content are facilitated by continuous progresses achieved by the mobile phone industry. However, technical constraints still are remaining, preventing these multimedia applications from being deployed and from offering a satisfactory end-user experience.

Battery shelf life and video display quality, both are the constituent elements of the end-user experience. Anyone should be able to view a good quality video without ever having to make a compromise between viewing a video and giving some calls. Thanks to Mobiclip, our patented video codec, we offer to mobile phones users the ability to view any kind of video in DVD-like quality, full screen, without impacting the battery shelf life, allowing to keep mobile phones principal use: phoning! »* comments **André Pagnac, CEO of ActImagine.**

« Thanks to our patented and well proven software solutions, we are able to immediately address the highest demands of the video content and mobile phone industries, by offering a unique user experience, and an immediate answer to issues faced by all players on this market (notably regarding content quality, hardware cost and power consumption of mobile devices) » concludes **André Pagnac.**

** 7 hours and half nonstop video display, full screen, in DVD like quality, on the last Nokia mobile phones.*

About ActImagine – www.actimagine.com

ActImagine, established in March 2003, develops and sells under licence Mobiclip™, a patented video codec that pushes the limits of video on mobile platforms, delivering a unique video experience. Already adopted by major manufacturers and content publishers, Mobiclip addresses the major challenges of video on mobile platforms by offering DVD-like quality - 24fps full screen - for all kinds of video, without compromising battery-life.

Based on lower CPU and memory requirements, ActImagine's technologies reduce bills of materials and extend battery life. They can be used in any product with a colour screen, from low to high speed CPUs, with or without an Operating System and with no dedicated extra video chip required.

Registered in Delaware, USA, as Actimagine Corp., the company is headquartered in Paris with an office in Singapore and a subsidiary in Tokyo. Key clients include Nintendo Co., Ltd., Fisher Price, Nokia and Sony Ericsson.

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