

# LOGIWAYS

# pure screens

Press release

Paris, June 22nd, 2009

Multimedia software company LOGIWAYS is glad to announce a strategic partnership with PURESCREENS, a Paris-based production company producing and distributing HD programs intended for a decorative purpose.

Thanks to eight years experience and established expertise in digital television, LOGIWAYS will ensure the distribution of PURESCREENS' contents among manufacturers of multimedia hardware products, that is to say digital set-top boxes, TV sets and hard drive enabled home multimedia centers. This agreement will enable PURESCREENS to address European as well as American and Asian manufacturers.

LOGIWAYS will also be representing PURESCREENS in the digital signage industry.

Alain Catrevaux, founder and CEO of LOGIWAYS France: *"This partnership reinforces the commercial attractiveness of LOGIWAYS, by strengthening our software and middleware offering with high quality audiovisual contents."*

Pierre Tardiveau, Sales and Marketing Director of LOGIWAYS France: *"After the opening of our Shenzhen office in China three years ago, this partnership with PURESCREENS speaks volumes for LOGIWAYS's momentum and for our commitment to provide high added-value solutions to our clients."*

Géraud Alazard, Managing Director of PURESCREENS: *"I am thrilled with this decisive alliance with LOGIWAYS, which is an important milestone in PURESCREENS' development. In line with the major trends at work in the consumer electronics industry, this partnership provides PURESCREENS with the adequate outfit to address new and promising markets for our contents."*

## About LOGIWAYS

Created in 2001, LOGIWAYS provides software solutions to CE manufacturers and TV operators. The company foundation is a group of highly qualified experts in embedded software and Conditional Access Systems for digital TV. From various backgrounds, LOGIWAYS' team brings its knowhow of the design of innovative embedded software to address the needs of free-to-air products as well as pay-TV operators. From the design of scalable software architectures, LOGIWAYS' solution portfolio is now enriched by a modular and automatic testing tool, and a powerful Conditional Access System for pay-TV networks. With offices in Europe and Asia, LOGIWAYS has close relationships with worldwide CE manufacturers, leading silicon vendors and distributors.

For more information about LOGIWAYS: [www.logiways.com](http://www.logiways.com)

E-mail: [info@logiways.com](mailto:info@logiways.com)

## About PURESCREENS

Founded in 2007, PURESCREENS produces, acquires and distributes decorative audiovisual contents in High Definition. PURESCREENS is active in the pay-television market (pay-DTT, cable, satellite and DSL), where its contents are distributed both as a linear services and on an on-demand basis. The company also operates in the digital signage and in the consumer electronics sectors.

For more information about PURESCREENS: [www.purescreens.com](http://www.purescreens.com)

E-mail [info@purescreens.com](mailto:info@purescreens.com)