

THE GLOBAL PERFORMER

Special NAB 2006 Edition

EDITORIAL

A revolution has occurred in technology based entrepreneurship. Companies serving an international clients base used to be large, heavily financed businesses. But times have changed radically since the internet has given universal instant access to information. Therefore a start up company that is launching an innovative product or service will be instantly detected by potential users all around the world. Offers will be requested and a lack of reaction will just provide potential competitors with an opportunity to fill the gap. Of course the way and spirit of these new global entrepreneurs are different. You will see them flying low cost, use decent but modest hotels and able to work in different cultures and environments. In Europe you will observe them exploiting the resources of the wonderful midsize cities networks like Metz that have developed efficient business infrastructures in Luxembourg and Saarbrücken and offer a impressive quality of life for a fraction of the costs incurred in Megapolis like London, Paris or Munich. Supelec has always been at the forefront for training this new breed of entrepreneur with both ambitious visions and modest lifestyles. Our Metz campus is providing a unique international atmosphere with academics and students from all around the world, a unique window of all world cultures and businesses. The best of luck to all of you, visitors and exhibitors of NAB 2006 show!

J.M VANZO
Managing Director
Supelec Metz



HERVE OBED
CEO PROCONSULTANT INFORMATIQUE

PROCONSULTANT

A bold, born global entrepreneur, servicing the TV channels of the world

Proconsultant Informatique is editing software packages for TV channels all around the world since 1996. As soon as his business started in France, Herve immediately made a bold decision :

"I realized demand was all over the world for my product so I had to go global with my company. I invested the cash generated by the French business to participate at large shows dedicated to television around the world : Amsterdam, Singapore and of course the mother of all TV trade shows NBC at Las Vegas.

"The market gave us an enthusiastic response and we took off full speed to become one of the TV channels software leaders. Proconsultant Informatique's development requires the constant hiring of new employees in order to meet the volatile and demanding needs of TV channels that are particularly focused on security and profitability. The 35 people workforce should ideally be increased by 10 employees. " We need to show boldness and motivation to serve overseas markets. The stakes are gripping in countries where the growth rate is higher than 10%. Far away no longer means anything in an era where Internet makes communication so easy ", states Herve Obed.

Image and Network are keys for success

" In a bigger and bigger world at the economic level, you need a powerful image if you want to exist ". In that sense, the well stamped hub of excellence that is the Technopole is a real asset " says Herve Obed for whom the Technopole is first and foremost a place to share knowledge and know-how.

If the area is so full that it needs to be doubled, it is because it meets expectations: " it is interesting for our image to share a hub populated with high value added companies and research facilities of top universities like Georgia Tech. Exchanging ideas with peers and researchers sure gives you an edge "

"The Luxembourg international airport facilities, the immediate access to the European Speedways network and the High speed train that will enable to reach Paris and Frankfurt within a 1:30-2:30 hours range enable us to combine reasonable costs with easy access to our clients around Europe and around the world."



Attracting and retaining the best and brightest

"A working site has to be attractive if you want to convince a highly qualified workforce to join : competition for the best and brightest computer engineers is fierce with our Luxemburg neighbours and you certainly have to give a lot both at work and for leisure to keep engineers working for you. Our location on an attractive area is certainly a great help in achieving that goal."

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Supelec Metz

Supelec is a major engineering school devoted to communication technologies. It is presently training 1500 students on campuses located in Gif-sur-Yvette near Paris, Rennes in Western France, and Metz in Eastern France where 250 young engineers from France and foreign countries are enrolled. The school's ambition is to train engineers in research, innovation and creation . For that we have to work with corporates, conduct large projects and be operational. " We found the right synergy with the industry here and we have developed three specialties inspired by the realities on the market : Signal processing, artificial intelligence, optical support and high speed networks.



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JULIEN ESCRIBE
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The North Eastern French hub of the mobile phone operator SFR is located on the Metz Technology Park and is currently employing 150 employees serving 2.5 millions customers. Its mission is to design, deploy and maintain the network that enables mobile phone services. Julien Escribe who leads this structure, offers mobile high speed internet service to his customers. A technology that allows access to e-mail or a digital organizer on PDA or telephones, and allows speeds up to 400 kilobits per second with portable PC cards.

" The competition is very tough but we currently hold 35,8% of the market " says Julien Escribe for whom " the demand is here, but so is the technological answer ".

" The transmission of video for a remote analysis or even support a remote intervention is today possible".

A manager on the move can nowadays work from his laptop and have access to all the applications as if he were at his company's premises. The extension of the office to the field is made possible.

" Our targets are the enterprise customer on the move such as sales people or technicians of course, but also the consumers who need to generate machine to machine contacts " states Julien Escribe. In such a context, being present on the Metz Technology Park is perfectly natural :

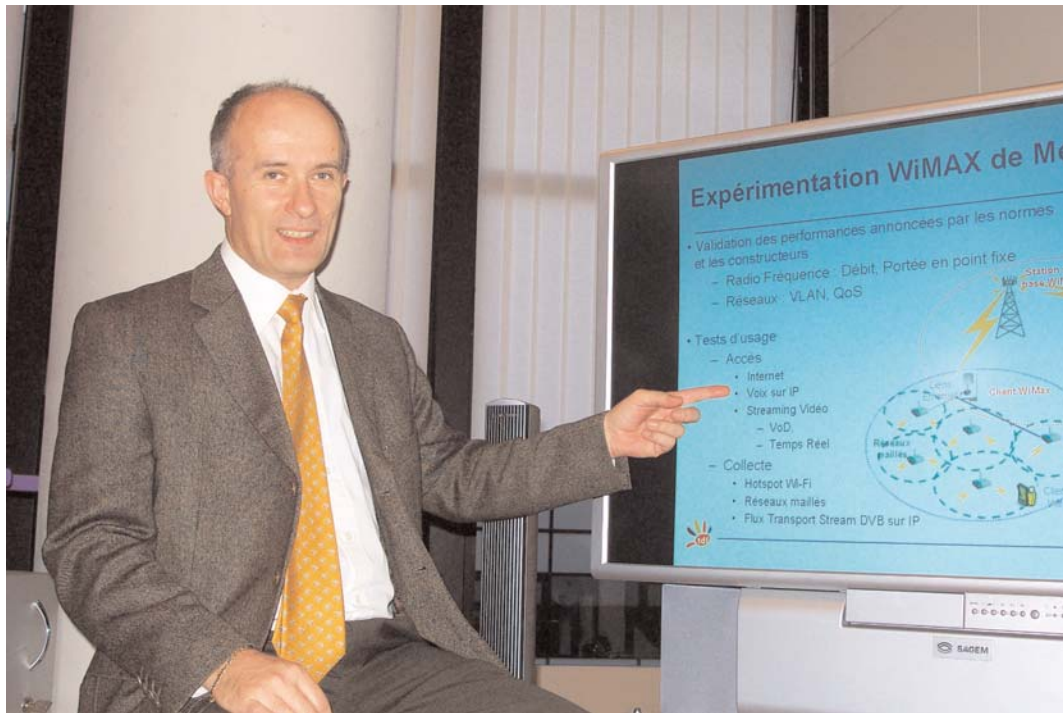
" It was the place to be. We work jointly with SUPELEC researchers and Metz Technopole is the place for optimal internetworking ".

SFR is not only at the geographical heart of its market in Metz, but it is also in a location that is favourable to improve its market shares.



TDF Metz :

exploring the cell phones new frontier



TDF research Center in Metz Technology Park, is devoted both to research and engineering of Radio Frequency networks. 75 engineers and 15 administrative employees are focussing their developments on network architecture, network planning and management of radio frequencies. Presently the Center conducts tests and assessments on mobile digital television services that will be essential when services will be brought on the market. High speed Internet services, broadcast towards cell phones, is becoming the new portable phone frontier.

In order to improve the network design, TDF is conducting real life tests in Finland and France with hundreds of users. From now on, thanks to an antenna installed on a nearby hill, the city of Metz area can be covered for such services, for experiments led by TDF. Taking advantage of its experience in digital networks, TDF is challenging new solutions for TV broadcast on cell phones, solving the main obstacles for these services : power consumption of the mobile device, people mobility, management of services.. As DIGITA, a TDF subsidiary, was granted by the Finnish government the operating licence for a mobile TV network, the first commercial services in EC, based technology, will emerge in Finland as early as 2006 on mobile markets.

With the WiMAX standard (Worldwide interoperability for microwaves access) fixed and nomadic uses of high speed Internet are now possible. WiMAX offers such possibilities inside a 15 miles range. Strengthened by its expertise in radio frequency technologies, TDF is experimenting WiMAX to suppress DSL "blank zones" coverage. The objective is to become a global player into the field of High Speed mobile Internet.

Gabriel Goudezeune
head of TDF R&D Center in Metz