



Avanquest® software

## Avanquest Software expands Samsung's Smart TV multimedia content in France

Avanquest to provide Samsung with applications developed specifically for its connected television service and for its Android tablets and Smartphones

Paris, January 26, 2012 – **Avanquest Software**, developer and publisher of consumer software applications, has announced customizing multimedia and edutainment applications to make them available to Samsung's Smart TV users.

The first applications dedicated to the general public will be available in the first quarter of 2012 and demonstrated during the Mobile World Congress taking place in Barcelona from February 27 to March 1., Initially these will be edutainment apps customized for Samsung Smart TVs as well as applications specifically developed for the French market.

Avanquest Software has specialized in developing software and services for almost three decades. It is also a recognized leader in edutainment applications for Smartphones allowing users to play and learn while on the move. Developed in HTML 5, these applications will also entertain the general public that is continually looking for innovative solutions.

*"At the cutting edge of Smart TV, tablets and smartphones, we appreciate Avanquest's global approach; they are committed to developing multimedia content with a focus on adding value, which will enable us to offer more and more services to our customers."* said William Sylvestre, Content and Services Director at Samsung.

*"It's a real pleasure to be collaborating with a world leader like Samsung, with which we share the same vision of the necessary convergence between content and peripherals at the disposal of the users,"* commented Alain Penault, EMEA Director of Avanquest Mobile Technologies division. *"Avanquest Software's multimedia expertise in developing applications and software for Smart TV, tablets and smartphones with a real editorial approach complements our technical expertise and enables us to respond positively to the need for engaging content among Samsung's customers."*

### 2012 to be the year of growth for Smart TV

The boom in mobile screens, with tablets leading the way, has made the general public aware of the complementary nature of various peripherals. People are now using their tablets to watch television, and the natural evolution of this is the mass arrival of the Internet and entertainment applications or services adapted to large screens.

This interactivity that is now possible on the main screen at home opens up prospects for the development of ever more interesting content. Smart TV users will be able to save, consult, synchronize or share data in the Cloud (music, photos, documents, videos etc.; benefit from parental control features; and access value-added services or entertaining apps available on the connected TV as well as on other mobile media outside the family home.

Users have thus become stakeholders in a world that they control and fashion in their own image. This lets them go from being spectators to becoming actors in selecting the entertainment or services they access with increasing ease, enjoying at home the same quality and user-friendliness offered by the large screens of smart TVs.



### **About Avanquest Software**

Avanquest Software (ISIN FR0004026714) is a world leader in developing innovative, high-quality software that creates added value for customers' products and services. Offering a large range of feature-rich and customized solutions, Avanquest's Mobile Technologies division enables operators to generate more revenues from their networks and brings added value to connected and mobile devices, such as laptops, Smartphone, tablets and connected TVs. Avanquest Software has been listed on Euronext since 1996. For any additional information, visit <http://www.avanquest.com/USA/corporate/oem> or <http://about.avanquest.com>.

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