



YDreams vision for the future of entertainment featured at MIPTV in Cannes

The Portuguese company was invited to take part in the largest international event for the television and entertainment industries, where it will present its latest product and technology developments

Cannes, France and Lisbon, Portugal (March 30, 2008) - YDreams will showcase some of the company's most recent technological developments, and speak at a conference in this year's edition of MIPTV, the largest global event for the television and entertainment industries. During the five day event, which brings together 4.500 companies from 111 countries at Cannes, participants will encounter and be able to interact with several YDreams applications using pioneering technologies in areas such as augmented reality and computer graphics. Audience Entertainment, a joint-venture between YDreams and New York – based Brand Experience Lab, also present at the event, will be showcasing some of their most recent products.

“For several years now we’ve been developing innovative forms for interacting with content on both small and large screens, and integrating them into projects the world over” explains Antonio Camara, YDreams CEO, “reason why we were approached by MIPTV organizers to contribute towards the event with our vision of how these technologies may redefine how people perceive television today, as well as to present the work we’re doing with this type of interaction.”

YDreams first demonstration, preceding the most important conference of the day, presented by Sir Martin Sorrell, CEO for the WPP Group, will take place on the 31st. The demo's focal point will be the application that served as the basis for the first interactive cinema ad for audiences in Brazil. Developed by YDreams for Unilever, the application illustrates well the platform's ability to enable people to interact with virtual elements overlaid onto a real image. For Antonio Camara, “the success these applications have had in cinema theaters indicate that applying them to the field of television will be potentially explosive. YVison, our interactive applications platform has received international recognition, and our strong patents in the area of augmented reality make us one of the leading players in this field”, he further adds that “we are very close to our vision of putting the spectator ‘inside’ the television in interaction with various types of content in real-time”.

YDreams, represented by Marta Vieira, the company's Business Director for the U.S.A., will also take part in the panel of speakers for the *Experience this! Content 360*

Technology Showcase. Marta Vieira will discuss the role new tools and technological applications have in creating different content formats and new business models for the sector. Besides delving into the advances YDreams has had in the area of augmented reality, an exclusive preview of the first audience game created by *Audience Entertainment* for global release in cinemas will be presented. “These games for audiences, where people use gestures to control spaceships or characters on the big screen in cinema theaters are Audience Entertainment’s first product” explains Marta Vieira. “The experiences and results we’ve gathered indicate that this medium is quickly evolving into a substitute for the more traditional static ads we are used to seeing in theaters, especially because they are better able to engage and connect with audiences”, she adds.

MIPTV 2009, underway in Cannes from March 30th to April 3rd, is the largest international event for the television industry. In recent years the event has widened its scope to encompass a greater range of entertainment content across various platforms. According to the organization close to 13,000 participants, 1,700 exhibitors, and 4,500 companies from 111 countries will take part in this year’s event, which will include specialized events such as the cross-media festival *Content 360* and the International Digital Emmy® Awards.

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