



Press Release

Icareus Ltd and Alchera Solutions sign iTV products VAR contract

Helsinki / Milan, December 7, 2004 – Effective immediately, the Finnish digital television specialist Icareus Ltd, with locations in Helsinki and Espoo, and the Italian newly constituted Alchera Solutions (Innotech SpA Group), with locations in Milan, Rome and Verbania, have signed a Value Added Reseller agreement for Icareus' products for the Italian market. Icareus' products, based on MHP* technology, are now available to the many broadcasters, content providers, application developers and others in the Italian territory.

Among Icareus' products are the famed Icareus iTV Suite MHP Authoring Tool, which allows easy and fast creation of MHP applications without the need for programming skills; the powerful Icareus iTV Integrator, which brings the worlds of Internet and digital television closer together by allowing automatic creation of MHP applications from XML data; and the set of ready MHP applications, which will be available to broadcasters also in the ASP model in the Alchera Solutions' Service Center (as Icareus MHP game portal and Icareus EyeCode TV payment system by SMS).

The partnership between Icareus Ltd and Alchera Solutions is of crucial strategic importance to the Italian market, because it brings Finnish expertise and state-of-the-art software technology to the service of Italian broadcasters and other players of the digital television business. "Alchera's local knowledge and innovative approach to the market were the main reasons for us to start co-operation with them. We are very excited about the Italian market, now that we can provide products and applications with local support and expertise", stated Mr. Toni Leiponen, Managing Director of Icareus. Alchera Solutions' knowledge of the market and competencies in the ICT business will ensure the positive outcome of the operation, constantly monitoring and meeting the market's needs and making the transition to digital television easier for everyone involved.

"We added the partnership with Icareus" stated Luca Mantovani, Managing Director of Alchera Solutions "to other ones we have with some of the most important players in the iTV sector, as IBM, Digisoft and Nionex. Thanks to Icareus' Authoring Tool and to ASP service for broadcasters of application based on Icareus platform (through Alchera Solutions' DTT Service Center), we are sure to complete the whole needs of all that customers (broadcasters, private & public companies, system integrator, content

*MHP and DVB are registered trademarks of the DVB Project



providers, etc.) that want to start the offering of their products and their services on the new Digital Terrestrial Television in Italy”.

VAR agreement has effect immediately and for all year 2005 and also fixed the main key-points to continue the collaboration for next years, both in Italian and in other European markets of common interest for Icareus and Alchera Solutions.

About Icareus

Icareus is a software and consulting company which provides content expertise for interactive television. Development work in emerging platforms, such as iTV, is the basis of Icareus's operations, although Icareus offers also wide range of Internet and mobile products and services. For example, Icareus was the first company in the world which piloted insurance services through DVB-MHP* iTV. Through its products and services Icareus makes an effort to help both companies and consumers utilize the potential of digital media. Icareus co-operates with leading Finnish and international companies. Icareus group consists of three different companies: Icareus Ltd., Icareus Solutions Ltd. and Icareus Media Services Ltd. The Managing Director of Icareus is Toni Leiponen. See further information at: www.icareus.com

Contact Icareus

Luca Piccolo
Marketing Manager
Tel.: +358 41 501 5994
Email: luca.piccolo@icareus.com
Web: www.icareus.com

About Alchera Solutions SpA

Alchera Solutions (www.alcherasolutions.com) was born by the integration of three different companies (e.Dexter, Si2Si, Alchera Interactive) to create a leader structure in the Communication & Technology field. The new company's mission is to provide interactive advanced services to Public Administration (Central & Local Government), private companies, banks and final customers. Business areas of Alchera Solutions are: Interactive Communication Services; Digital Terrestrial Television Services; Public Administration Services; Outsourcing Services. Alchera Solutions is a company of Innotech S.p.A. group (www.innotechspa.it)

Contact Alchera Solutions

Duccio De Rosa, Marketing Manager
Tel: +39 329 5909955
Email: duccio.derosa@alchera.it - Web: www.alcherasolutions.com

Simona Vecchies, Image Building
Tel. +39 02 89011300
Email: s.vecchies@imagebuilding.it

*MHP and DVB are registered trademarks of the DVB Project