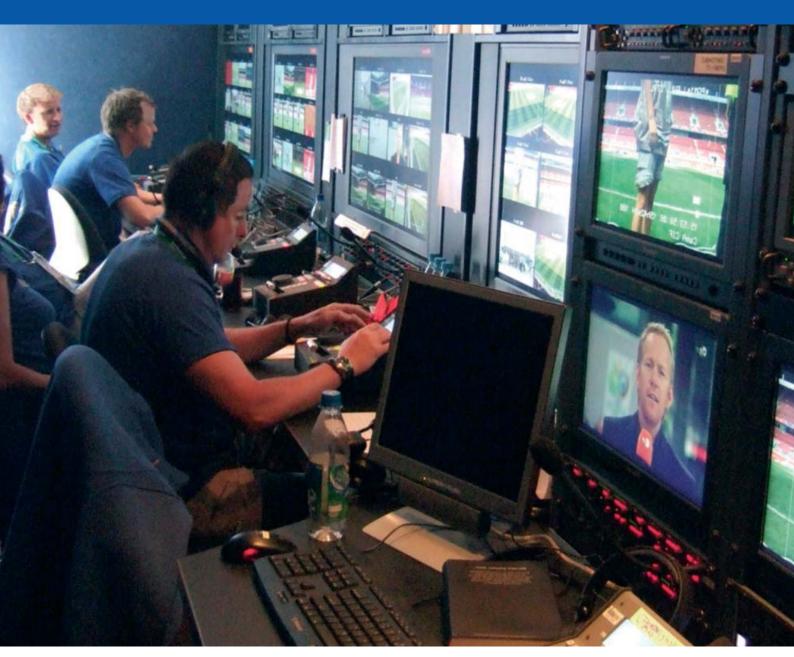
BELGIUM - WALLONIA at NAB 2018



April 7-12, 2018 - Las Vegas, Nevada Las Vegas Convention Center BOOTH C8528 Central Hall



Wallonia.be

EXPORT INVESTMENT



WALLONIA EXPORT-INVESTMENT AGENCY

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www.awex-export.be www.investinwallonia.be



EXPORT INVESTMENT



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- Jean-Pierre VASAUNE, Director of Business Development North America, Chicago jpvasaune@ewallonia.com www.investinwallonia.com

AWEX, partner of the international economic development of Wallonia.

The Wallonia Export-Investment Agency (AWEX) is in charge of the development and management of Wallonia's international economic relations.

With regards to foreign trade, the Agency has a promotion and information mission with regard to both the international and Walloon business community.

Intended for purchasers, decision-makers, importers and foreign prospects, the Agency can, on request:

- pass on economic data regarding Wallonia and its export potential:
- provide information on the products and services of Walloon businesses;
- seek Walloon businesses for the conclusion of international partnerships;
- distribute lists of Walloon exporters.

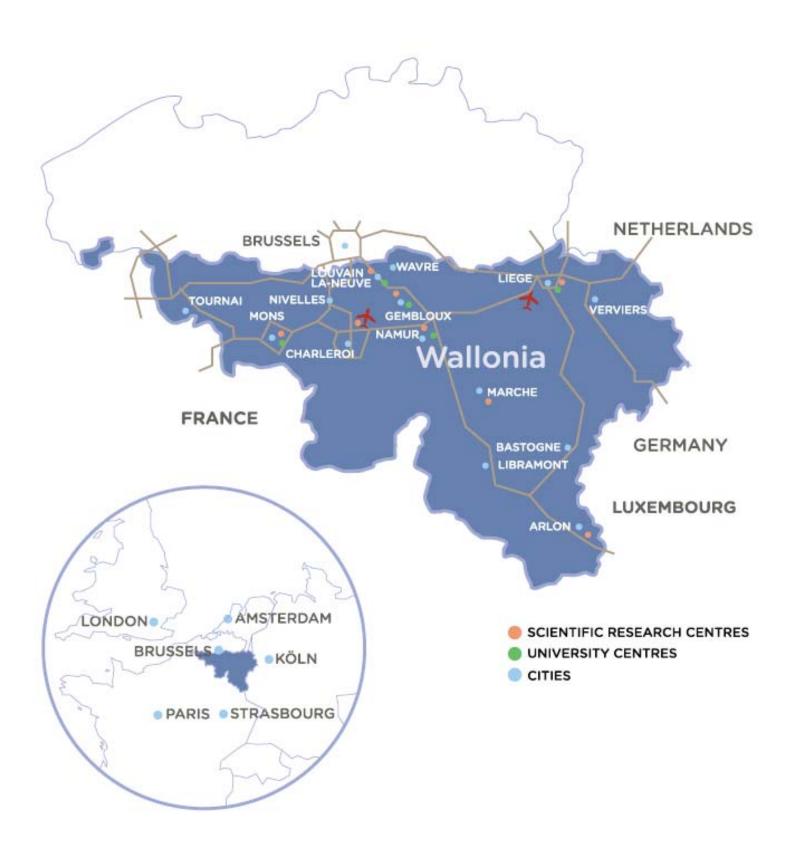
Vis-a-vis Walloon businesses, the Agency is their comprehensive international partner, providing a range of services and activities covering the entire export process:

- General and commercial information on foreign markets;
- Production of individual market studies on request;
- Organisation of commercial canvassing operations (participation in international shows, organisation of economic missions, sector-based contact days, etc.);
- Contacts with international organisations;
- Promotion of Wallonia and its export potential;
- Financial support and funding for exports;
- Training and raising awareness of international professions.

With regards to foreign investment, the Agency provides general expertise in the areas of promotion, prospecting and informing potential investors. It also ensures active monitoring of investors based in Wallonia, as well a mission to find foreign buyers for Walloon industrial sites in the process of restructuring.

AWEX is also competent for the strengthening of the Wallonia brand image overseas.

AWEX has a workforce of more than 400 people and about one hundred offices overseas.



List of our partners

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AGENCE DU NUMERIQUE

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Contact:
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The Agence du Numérique (AdN) is a limited liability company under public law, set up at the initiative of the Walloon Government to contribute to the definition, the implementation and the monitoring of the Walloon public policies on digital information. The AdN is a subsidiary of the Agence pour l'Entreprise & l'Innovation (AEI).

Open, innovative and independent, the AdN is a catalyst for the digital transformation of the region, a center of expertise and trusted advisor of the Walloon Government and Wallonia.

The AdN is responsible for implementing the digital strategy for Wallonia, Digital Wallonia.

DIGITAL WALLONIA



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The ICT platform for Wallonia

Located at the heart of the ecosystem of initiatives and ICT stakeholders in Wallonia, Digital Wallonia is their place of convergence, expression and support.

Digital Wallonia is a true Hub, offering layers of customizable services activated on demand, in an open and participative model:

- **Dynamic mapping of the ICT ecosystem**. ICT profiles (companies, actors, innovative users), products and services, technology clusters, digital communities, ...
- **Vision & digital uses**. Plan for the digital by the Walloon Government. Technological, legal and economic watch, content and white books, barometer and ICT indicators, ...
- Services and Support. Online (data, API, calendar, ...) and physical, for the partners and all the stakeholders of the ICT ecosystem (schools, public services, companies, ...), according to the needs.• Open Data. Hub for the Walloon Open Data, services for the public actors for the management and open data, ...

Digital Wallonia is powered by the Agence du Numérique (AdN), subsidiary of the Agence pour l'Enterprise et l'Innovation (AEI).

INFOPOLE TIC



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LinkedIn: Infopole Cluster TIC

Twitter: @infopoletic

Facebook: /infopoleclustertic

CONTACT:

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INFOPOLE Cluster TIC is the business cluster that brings together and unites professionals from Information and Communication Technologies (ICT) in order to promote business and innovation through partnership.

Our ambition is to contribute to the implementation of a specific and original response to strengthen synergies and allow operators to better position themselves on the market.

Several application areas are the foundation of our actions: health (eHealth), intelligent transports (Intelligent Transport Systems), green technologies (ICT for Green), the public sector (eGov) but also the fields of activity that are rapidly changing such as the Internet of Things (IoT), the Serious Game, Big Data, Open Data, Transmedia, ...

TWIST

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Pierre Collin

Executive Manager

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TWIST is one of the main Belgian networks in the field of audiovisual and multimedia digital content & technologies. TWIST is focused on business & innovation and brings together the main Belgian players in digital media.

TWIST is mainly active on three markets

- The content producers market: Cinema, TV, Animation;
- The TV Channels market: development of broadcast and event technologies and facilities;
- The marketing/communication/Event/Sport/Museum market: development of immersive and interactive content and technologies.

BOOSTER of Immersive and Interactive technological or narrative IP

For years TWIST has been developing an expertise in the field of immersive & interactive technologies and contents together with numerous partners in Europe based notably in Paris, Malmö and Munich.

TWIST Network

Within 10 years, TWIST has built a triple helix network of some 100 members (representing 4.500 direct jobs and a turnover of 1 billion euros) including:

- 70% SMEs;
- 10% startups:
- 5 TV channels:
- 6 universities & research centres.

FIGURES FOR THE SECTOR IN WALLONIA (ESTIMATE)

- Turnover of the sector: € 1 billion
- Number of jobs: 5,000 direct jobs and 2,000 indirect jobs



STARTUPS.BE

startups.be

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Uniting startups with incubators & accelerators, startup communities, investors, entrepreneurial experts and public agencies, Startups.be is the one-stop-shop for Belgian tech entrepreneurship.

The non-profit organization provides entrepreneurs easy & qualitative access to all of the supporting instruments, programs and activities throughout Belgium.

They can also effectively speed up their international market-entry of Belgian startups through the unique Go Global programs.

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ALX SYSTEMS

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In attendance at NAB:

Geoffrey Mormal
General Manager
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The UAVs can interact with their environment, the air traffic control, and even other equipment like trackers, IP Camera, phones,...

The system is completely programmable, and a software development kit allow our customer to create quickly and easily new missions.

The system includes a deep learning computer vision solution, which allow the operators to teach to the drone to recognize objects.

By using ALX solutions, our customers are giving to their projects unseen capabilities. Out-of-the box, we propose counter drones, surveillance and transportation solutions.



BDM



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http://bigdatamedia.io

In attendance at NAB:

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Stéphane Rycek Market Development Manager stephane.rycek@bigdatamedia.io

Pierre Nicolas Schwab
Program Manager Big Data at RTBF
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BDM is the ultimate content discovery engine for online platforms of content providers. We generate metadata of video, audio and text content and BDM can work across business units. To retain and grow audience, BDM is best placed, because we can real time track users and recommend relevant content for the right user at the right time on the right device. Content editors can make decisions supported by valuable insights for means of content creation, sequencing, ad positioning and targeting.

CYANVIEW

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In attendance at NAB:

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At NAB 2018, first time exhibitor CyanView (Booth C8530) will be showcasing its Cy-Stem universal mini-camera system.

Cy-Stem is highly cost-effective, and provides unique versatility and flexibility, enabling the highest degree of creativity, accuracy and quality in a wide range of applications where universal camera control is required.

Based exclusively on IP technology, the Cy-Stem range comprises an RCP control panel and a series of small hardware modules that address three key areas of outside/live broadcasting such as sports events, reality TV and game shows: control, image quality and content transport.

Live demonstrations at NAB of Cy-Stem's unparalleled remote control capabilities will see the CyanView stand connected via RF with the Silvus Technologies stand. Silvus is a provider of multi-antenna MIMO technology for wireless communications in harsh conditions. Also featured will be demonstration of a drone application.



DREAMWALL

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Phone: + 32 71 600 160

en.dreamwall.be

In attendance at NAB:

Mr. Thibault BARAS General Manager baras@dreamwall.be

Mr. Michel LOISEAU TV Solutions consultant loiseau@dreamwall.be

> Mme Maud LEBLON Project coordinator leblon@keywall.be

DreamWall is active in the field of 2D/3D animation and TV solutions (tv branding, virtual sets creation....).

We were selected to Festival de Cannes in 2017 with "Zombillenium" and we are again for les Césars in 2018.

Our department "TV solutions" is specialized in virtual sets and augmented reality creation; we opened an Unreal Lab and are now working on high quality real-time virtual productions.

In 2017, we were chosen by France Televisions to integrate and operate the virtual live shows during French elections. We are now developing virtual sets and scenography for Fifa world cup.

IMAGE MATTERS

Rue des Eburons 34B 4000 Liège BELGIUM

Phone: +32 476 31 67 60

http://image.matters.pro



In attendance at NAB:

Jean-François Nivart, CEO, jf.nivart@image.matters.pro
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Louis Martin, Sales & Marketing, l.martin@image.matters.pro

Image Matters provides electronics modules to help equipment manufacturers jump faster into new video dimensions. Using origami's modularity concept, Image Matters' products split the electronics into pre-validated subsystems and provides an easy-to-use software environment to customize and build complete systems:

1/ A processing module: groups FPGA, memory, security chip, local power supply and other essential components to run the FPGA in a credit card size module

2/ A connector: high-density board-to-board connector custom made for the origami modularity concept

3/ A carrier: application layer easily adapted to all required interfaces

Image Matters builds both modules and carriers for various industries requiring very high-quality processing.

Image Matters website: https://image.matters.pro/

Origami ecosystem website: https://www.origami.connects.pro/



INTOPIX

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In attendance at NAB:

Jean-Baptiste Lorent Product & Marketing Manager

Katty Van Mele Director Business Development

> Gaël Rouvroy C.T.O.

Catherine Stroobants Field Application Engineer

Justine Hecq Junior Business Developer

> sales@intopix.com +32 10 23 8470

Ken Wilson Regional Sales Representative +1 (215) 924 6228 k.wilson@intopix.com

Leading expert in professional video compression (JPEG 2000, TICO / JPEG-XS), encryption and video over IP (SMPTE2022, SMPTE2110,...), intoPIX is an innovative technology provider of FPGA IP-cores (Intel & Xilinx), reference design and software toolkits for CPU and GPU.

From HD up to UHD 4K/8K, intoPIX solutions are ideal for advanced AV applications, Live IP Production, D-Cinema, Camera, video over IP (1G/10G), VR/AR and high quality storage.

KEYWALL



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In attendance at NAB:

Mr. Thibault BARAS General Manager baras@dreamwall.be

Mr. Michel LOISEAU TV Solutions consultant loiseau@dreamwall.be

Mme Maud LEBLON Project coordinator leblon@keywall.be

Our company is specialized in the production of virtual sets: consulting, design, operations, production and training (inside our own studios or abroad).

From virtual set renting to complete production process, KeyWall offers a variety of audio-visual services, aimed at TV channels and production companies.

Organized around real and virtual sets, the company offers weather content with more than 25 weather shows recorded/day and daily produces and live broadcasts traffic reports in virtual sets.

Backed by DreamWall, our animation and graphic design studio, KeyWall proposes a full production chain, from the design and creation of virtual sets to editing of programs, special effects, 2D/3D animation, post-production and shooting.



NEUROMEDIA SOFTWARE

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www.casterstats.com

In attendance at NAB:

Dany Donnen Business Developer ddonnen@neuromedia.io

Pierre Mengal Product Developer pmengal@neuromedia.io

NeuroMedia Software develops CasterStats, a high precision, real-time and historical audience reporting tools for IP radio, IP TV, VOD, OTTs and other streamed media.

It is also developing new products focusing on transmedia (digital) measurement and on the cognitive behavioral measurement of digital media consumers.

Our hybrid solution collects exhaustive data recorded on the server side but can optionally enrich these with information collected on the client side otherwise unavailable.

TICO ALLIANCE



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In attendance at NAB:

Jean-Baptiste Lorent
Product & Marketing Manager

Katty Van Mele Director Business Development

Gaël Rouvroy C.T.O. info@tico-alliance.org

TICO Alliance Members to help grow the UHDTV ecosystem.

The consortium is a coalition of companies united to set the bar for next generation UHDTV 4K & 8K infrastructure by establishing TICO compression in the new IP-based Live ecosystem. Using the TICO compression and video over IP standards, the group enables the industry to seamlessly update the existing SDI-based workflows to IP and UHDTV 4K & 8K without the cost of a complete renewal.

Current members of the TICO Alliance include: Aperi, Appear TV, Artel Video Systems, Axon, Blackmagic Design, B&M Modern Media, Barnfind, Bluefish444, CESNET, Cobalt Digital, Deltacast, Embrionix, EVS Broadcast System, Gefei, Grandbeing, Grass Valley - a Belden brand, Icron, Ikegami, Image Matters, Imagine Communications, Intel, intoPIX, Keisoku Giken, Leader, Matrox Electronic Systems Ltd., Macnica America Inc., MediaComm, Media Links, NEC, Net Insight, Nevion, Panasonic, Pesa, Poznan Supercomputing & Networking Center (PSNC), Pronology, Rhode & Schwarz, Ross Video, Tektronix, Teledyne Lecroy, Telestream, Video Clarity, Village Island and Xilinx.



WALL ON MEDIA

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Phone: +32 475 322 760

www.wallonmedia.be

In attendance at NAB:

Xavier Depovere
CEO
xavier.depovere@wallonmedia.be

Jean-Charles Rigot Sales Manager jeancharles.rigot@wallonmedia.be

Wall on Media is based in the heart of Europe, and offers all facilities for audiovisual production.

OB vans, ENG, EFP, satellite link, post production, playout - the range of our activities is global. Small, medium-sized or extra-large, we can handle all the aspects of your project from A to Z, for a fair and competitive price.

Wall on Media can not only take care of all your technical needs, but can also provide you professionals with a wide experience.

Being part of an international group, Euro Media Group, we benefit from its huge technical facilities and people's expertise.

Wall on Media always searches for innovative solutions and tries to stay alert for all the newest technologies to offer our partners the ultimate service.

Wall on Media, here at the NAB, is represented by its founder, Xavier Depovere, CEO. This former TV director has a long experience in broadcasting.

Another former TV director and producer, Wall on Media's sales manager Jean-Charles Rigot, is also in Las Vegas this year.

WNM



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www.wnm.be

In attendance at NAB:

Gaetan Crenier CEO gaetan@wnm.be

Maxime Van Gorp Sales & Marketing Manager maxime@wnm.be

WNM is a Belgian-based audiovisual company.

WNM focuses on the sound for multi camera productions, ENG (electronic news gathering), intercommunication systems, analog wireless and digital transmission systems.

WNM owns a large fleet of high tech equipment and provides technical assistance and consultancy services to organizers of large events (UEFA, HBS, OBS) such as the Football World Cup, Football European Cup or the Olympic Games.

WNM also offers studio engineering services for radio and television, ranging from technical assistance to the acoustic of buildings.

The company also organizes trainings for audiovisual service providers, TV stations and production houses.

Feel inspired



Jean Galler, chocolatier

« From Wallonia, the world is in your hands »



Wallonia is full of great assets. Help spread the word!

You like Wallonia and you want to enhance its global reputation? Join our network of Wallonia.be Brand Ambassadors!

One mission, lots of benefits!

We want to promote Wallonia and you can help us: share information from our website and social networks, add the Wallonia.be logo and slogan Feel inspired to your website, blog or email signature, inform us about development opportunities for the Wallonia Region, bring the brand to life by actively taking part in conversations on Facebook, Twitter or LinkedIn and by recruiting other Ambassadors...

In return, you get a chance to:

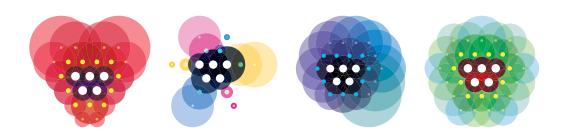
- promote your activities and share your success stories on the Wallonia.be Ambassadors' blog
- expand your network using the private area on the portal
- receive a newsletter about the Region and the Brand Ambassadors' network
- be invited to exclusive events
- use the Wallonia brand logo and benefit from the Region's reputation

How to become a Brand Ambassador?

Complete the online application form on the website (http://www.wallonia.be/en/ambassadors). Simply answer three questions and we will let you know if your profile matches the network we want to implement.

Do you want more information?

Contact: ambassador@wallonia.be!



Wallonia is open to the world!

... with a sense of sharing, accessibility, technical know-how and quality of life



EXPORT INVESTMENT

WALLONIA EXPORT-INVESTMENT AGENCY

Foreign Trade

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Foreign Investment

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